

CHEMIST & DRUGGIST

The newsworthy for pharmacy

a Benn publication

July 3 1982

Welcome for
doctors' rural
compensation
fund decision

Industry's
record £570m
trade surplus

Increase in
'pre-reg' grant

A personal
view of China:
C & D interview

Christmas
gifts '82
preview

For 25 years
the first choice of doctors

CERUMOL[®]

the most effective way of loosening ear wax

CERUMOL is also available to customers over the counter. When your customers ask your advice about 'blocked ears', you know you can recommend CERUMOL with confidence.

proven in practice



Cerumol is a trade mark



Laboratories for Applied Biology Limited 91 Amhurst Park London N16 5DR.

38~29~34

Our prices are in great shape!



We're revealing some very low special prices on Stick-on Lilia and Fastidia Mini Pads.

Stick-on Lilia, now available in both Super and Regular absorbencies, has a great reputation for quality at a very competitive price. At only 38p for Super and 34p for Regular, this must be one of the best deals around!

Fastidia Mini Pads features a very trim figure — only 29p — and in the peak selling season for mini pads this price is sure to go down well.

So hurry! See your Wholesaler or Lilia-White Representative now!

*Stock the brands that mean more business
from*



Dr. White's
Panty Pads
Stick-on Lilia
Fastidia
Lil-lets

A member of the Smith & Nephew Group

CHEMIST & DRUGGIST

Incorporating Retail Chemist

July 3, 1982

Volume 218 No 5326
124th year of publication
ISSN 0009-3033

Editor:
Ronald Salmon MPS
Assistant Editor:
John Skelton BPharm, MPS
Contributing Editor:
Adrienne de Mont
BPharm, MPS
Beauty Editor:
Liz Platts BA
Technical Editor:
Judy Bargh BPharm, MPS
Editorial Assistant:
Patrick Grice BPharm, MPS

Price List Controller:
Colin Simpson

Advertisement Manager:
Peter Nicholls JP
Assistant Advertisement
Manager:
Doug Mytton
Director:
James Lear

Published Saturdays
by Benn Publications Ltd
Sovereign Way, Tonbridge,
Kent TN9 1RW
Telephone: 0732-364422
Telex 95132

Subscription:
Home £42 per annum
Overseas & Eire £52 per annum
including postage
85p per copy (postage extra)

Regional advertisement offices:
Midlands: 240-244 Stratford Road,
Shirley, Solihull, W. Midlands B90 3AE
021-744 4427

East Anglia: 71 Welsford Road,
Eaton Rise, Norwich NR4 6QD.
0603 54284.

Scottish: 74 Drymen Road, Bearsden,
Glasgow 041-942 2315

North East and North West: Techno
House, 388-394 Low Lane, Horsforth,
Leeds LS18 4DF 0532-583329

West Country & South Wales:
10 Badminton Road, Downend, Bristol
BS.6 6BQ 0272 564827

Benn

ABC

Member of the Audit
Bureau of Circulations

CONTENTS

Unichem profits case in court

Hearing opens in London 4

Pre-registration grant goes up

£1,725 for 1982-83 4

Industry's record trade surplus

£570m balance announced 5

A personal view of China

C&D interviews Boot's Terry Steel 17

Christmas Gifts

Our 1982 preview 29

Samgers Agencies still struggling

Successes in photo and NI fail to
halt group losses 46

Comment: rural compensation 3

Topical reflections by Xrayser 7

Counterpoints 8

Prescription specialities 10 and 44

Aids to business 24

Letters 43

Business news 46

Market news; coming events 48

Classified advertisements 49

COMMENT

Good news?

Well it must be. When both the secretary of the General Medical Services Committee and the chief executive of the Pharmaceutical Services Negotiating Committee say they are "delighted" about a piece of news, then it must be "good."

The news in point is the decision of the conference of Local Medical Committees to first of all throw out a motion calling for the abandonment of the Clothier Report and then to pass "overwhelmingly" a motion that: "The scheme for the implementation of the Clothier Report be financed by a voluntary levy."

Good news indeed — for both professions. For it signals the removal of what may be the final stumbling block on the road to a proper and professional peace between the two complementary professions. And it is in stark contrast to the vote of the LMC conference against a statutory levy on general practitioners to finance their part of the Clothier compensation fund. Pharmacists had of course voted previously at the 1981 Local Pharmaceutical Conference to fund their element voluntarily.

It may be one year later, but it is not too late and hopefully will put an end to some of the acrimony between the respective rural practitioners. As PSNC's Alan Smith told C&D: "I have never really minded how the doctors fund their side of Clothier so long as they do. How pleasing to get a reversal of last year's decision against a statutory fund. To get an almost unanimous move to voluntary funding shows a considerable shift in opinion within the medical profession and augurs well for the future implementation of Clothier. I'm dismayed they took so long, but delighted with the decision."

For doctors, Dr John Lewis said he was equally delighted with the conference decision on Clothier. "What I asked for was a mandate to go ahead and it was given." Dr Lewis told C&D the final draft of the regulations governing Clothier had

yet to be agreed by the negotiating teams but the major hurdle had been cleared. "There are a few minor points to be ironed out but there should be no hiccups."

Once agreement has been reached the timetable for instituting the agreement becomes the responsibility of the Government. Successive administrations have adopted a policy of "non-intervention" in inter-professional disputes, but they have always stated a preparedness to honour and act on an agreed solution.

Hopefully the final meetings to agree the draft will be harmonious and decisive. Clothier is about providing financial compensation for the doctors or pharmacists who lose out as a result of honouring a procedure established to enable a right balance to be achieved between the needs of the public — most importantly — and the two professions. Therefore a system must be set up for determining the people who are rightfully on the doctors' dispensing and prescribing lists at the outset and of subsequently monitoring their transference from the one to the other — monitoring out of a desire to make the system work and not because there is a lack of trust.

And of course where there is choice open to the patient he should have the "right to choose." The origin, type, presentation and control of any form is important.

Agreement should come soon then, followed by Government willingness to lay the proposals before Parliament in the next session. Clothier by Christmas? And a New Year resolution to live "Happily together ever after!"

High Court hears profit share case

At long last Unichem's contention that the Secretary of State has acted *ultra vires* in seeking to reclaim "deemed discount" by Unichem to their members is being tested in court. Counsel for Unichem and the DHSS appeared before Mr Justice Foster in the Chancery Division of the High Court on Wednesday this week in a hearing expected to last three days. In addition to giving a judicial declaration on Unichem's profit share payments Justice Foster will also determine Macarthy's locus standi in the matter.

Macarthy's case

The hearing was opened by Mr Scott, counsel for Macarthy Ltd, who cited the DHSS as the first defendant [not the Secretary of State as previously indicated] and Unichem as the second.

In giving background to the case Mr Scott outlined the differences between Macarthy and Unichem, one being a limited company and the other a friendly society, and explained both cases concerned the manner in which Unichem and Macarthy deal with retail chemists and the manner in which chemists are remunerated under the NHS (General Medical and Pharmaceutical Services) Regulations 1974.

Mr Scott gave a brief account of the breakdown of resale price maintenance in 1978 and the setting up of discount structures operated by wholesalers.

"Unichem, an industrial co-operative, rebate the retail members based on the value of goods supplied," Mr Scott said, later adding that "for practical purposes, by which I mean cash flow, there is no material difference between discount and a rebate for a co-operative. The rate of discount was very similar to the rebate offered by Unichem."

Mr Scott then went on to explain how discount, estimated jointly by PSNC and the Secretary of State, affected remuneration for chemists. In the estimates the rebate was treated as discount, an approach subject to challenge by Unichem.

Correspondence between the DHSS and Unichem over the status of profit sharing *vis à vis* discounts was read out.

To conclude their case Mr Scott produced on behalf of the plaintiff (Macarthy) seven sworn affidavits (four from wholesalers and three from retailers) expressing concern on the state of the industry caused by Unichem's contention.

The case continues.

Background note: Unichem initially gave notice of their intention to seek this judicial declaration on the nature of their profit share in October last year (*C&D*, October 10, p652). Macarthy then intervened immediately to expedite the matter by issuing summonses against both the Secretary for Social Services and Unichem seeking: "A declaration that in calculating payments to chemists for the purposes of NHS prescriptions and for the purpose of compiling, publishing and preparing the Drug Tariff... the Secretary is acting lawfully in having regard to the profit share distributions allowed by Unichem, an industrial and provident society, to its members," and claiming further relief and other costs.

Much public debate then ensued in the pharmaceutical Press between Unichem and Macarthy as to who was responsible for the delay in resolving the matter. The DHSS then intervened asking that Macarthy's action be struck out and eventually a date was set in February for Master Dyson to rule on the Department's submission. Master Dyson in fact ruled that the issue of Macarthy's locus standi ought to be considered by the High Court at the same time as the substance of the

case between then DHSS and Unichem.

The DHSS subsequently made it clear it was no longer their intention to oppose Macarthy on the main issue in the action. Also that they did not associate themselves with Unichem on the preliminary question of whether Macarthy's locus standi should be examined.

Unichem finally issued their summons against the DHSS on February 22 and said they were prepared to allow Macarthy's locus standi to be determined at the same time. Both Unichem and Macarthy declared they were satisfied the issue would be resolved within three months or so. The three months are now up.

Pre-registration grant increased

A 15 per cent increase in the grant paid towards the cost of pre-registration trainees has been agreed between the Pharmaceutical Services Negotiating Committee and the Department of Health.

The rate for 1982-83, payable with immediate effect, is £1,725, up from £1,500 for the previous year.

Among other matters on which agreement still has to be reached are urgent fees, oxygen and rota payments.


'Ask about your medicine' campaign

A letter has been sent to all retail pharmacists in Scotland introducing them to a scheme to improve patients' understanding and responsibility in taking their medicines. The Scottish Health Education Group, in co-operation with the Scottish Department of the Pharmaceutical Society, are sponsoring the event to promote the role of the pharmacist in health education in Scotland.

The basis of the scheme is expressed in a round logo showing hands giving and receiving medicine and the slogan "Ask about your medicine — and help yourself get well." Display material to support the campaign includes a small display card with a check list of relevant questions (see illustration) and window stickers with the "hands" logo.

The Health Education Group says it considers it would be a good thing to start with a health education activity in which all pharmacists have been long engaged. This service, although officially recognised as an essential part of the work of a community pharmacist, is felt to be

inadequately appreciated by the general public, who may be diffident about asking questions of a busy pharmacist.



Do you know...

1. When and how you should take it, before or after meals?
2. How long the treatment should last?
3. Possible effects of it on driving or work?
4. Any food, drink or other drugs you should avoid?
5. If it needs special storage, such as in the refrigerator?

DON'T BE IN DOUBT—ASK THE PHARMACIST.

Industry's record £570m trade surplus

Pharmaceutical exports for 1981 are estimated to be worth £880 million (£759m in 1980). With imports at £310m, this gives a record trade surplus of £570m (£512m in 1980).

According to a booklet published this week by the Association of the British Pharmaceutical Industry, the UK industry's gross output last year was £2,523m (£2,208m) at manufacturers' prices. The home market represented about 60 per cent of this output, with sales to the NHS worth £1,212m (£1,038m) and household medicines worth £310m (£269m).

Between 1970-80, the household medicines market showed an annual growth rate of 2.9 per cent in real terms, whereas sales to the NHS expanded at an annual rate of 4.8 per cent. In the 1950s and 1960s sales to the NHS expanded at annual rates of 6.8 per cent and 5.4 per cent respectively.

Other statistics given include:

□ In 1980, branded preparations accounted for about 91 per cent of the net ingredient cost of drugs prescribed under the general pharmaceutical services. This proportion has remained fairly constant since 1970, despite a steadily increasing number of branded prescriptions dispensed. By contrast, non-proprietary prescriptions fell from 20 per cent to less than 16 per cent of the total over the past decade, although the cost remained about the same.

□ Of the 85 major manufacturers of prescription medicines in the UK in 1980 (accounting for 95 per cent NHS sales), 36 were American-owned, 16 British and the remainder European-owned. The US companies had a 37 per cent share of the NHS market, UK companies 31 per cent and other European companies 32 per cent.

□ In 1979, the latest available figure, the industry had a 14.9 per cent return on capital on sales to the NHS, compared with 27.2 per cent in 1967. After taxation, this profit amounted to about 5.4 per cent of total sales to the NHS at manufacturers' prices. "The Pharmaceutical Industry and the Nation's Health." ABPI, 12 Whitehall, London SW1A 2DY.

FPCs lose members

Family Practitioner Committees have lost members they could ill afford to lose as a result of reconstitution following the legislation establishing the new District Health Authorities that came into force on April 1.

Of the 22 FPCs affected, 17 are multi-district ones and the area each of them serves does not correspond to the district of one or more DHAs — the remaining 68 FPCs have continued unchanged and been



"Business is booming with sales of corn pads and horse wormers!"

adopted by the corresponding DHA or DHAs.

Family Practitioner Services, the journal of the Society of Administrators of Family Practitioner Services, points out the loss of key personnel occurred in spite of a suggestion by the Secretary for Social Services that high priority be given to continuity of membership in making initial appointments.

House-dust mite allergy tackled

A novel method for preventing allergies to the house-dust mite may be introduced into the UK in the near future.

Instead of treating the allergic symptoms in the patient the method aims to reduce the house-dust mite population by interfering with its life-cycle. Although such mites are found all over human habitations they especially thrive in bedding, apparently, because of the warm, moist conditions and plentiful food supply provided by dead human skin.

The dead skin is shed throughout the night and broken down into protein, lipids etc by certain *Aspergillus* species. House-dust mites live off these released nutrients, hence eliminating the fungus will lead to a drastic reduction in the mite population. About five months ago Brocades introduced a product onto the Belgian market which does just that. It is called Tymasil and comes as a spray intended for use on mattresses and pillows once every two weeks. The fungicide is deposited as a fine powder over the bedding.

Richard Wall, Brocades UK technical services director, explained that the fungicide used was very safe, odourless and colourless. It could not eliminate mites from the bed entirely but could reduce the population to a level which should not cause problems. Patients using the product had experienced a very significant clinical improvement, he said.

Brocades are working on introducing the product into Britain at present, but it is not known when it will be available.

However the company intends that, if and when it is introduced, it should only be sold through pharmacies.

Approval for clove oil in toothache

Oil of cloves is safe and effective for temporary relief of persistent, throbbing toothache, according to the American Food and Drug Administration.

And independent panel of scientific and dental experts has reviewed all the ingredients in US toothache remedies and decided that only clove oil, or a similar oil containing 85-87 per cent eugenol, is safe and effective. However, it should only be used with persistent toothache and not with occasional or intermittent pain. The latter condition is characteristic of reversible tooth pulp damage: the panel decided applying the oil in such cases could lead to further injury of the pulp.

With persistent throbbing pain, the tooth pulp is already irreversibly damaged so topical pain-killing products are not likely to be detrimental.

The panel also decided that benzocaine was an ideal surface anaesthetic for relieving gum soreness and injury. They listed benzocaine and various phenol preparations as safe and effective for adults and teething infants over four months.

Oral treatment for acne in US market

An oral preparation of 13-cis retinoic acid is to be marketed in the US for the treatment of severe acne.

The drug will be marketed as capsules by Hoffman-La Roche under the brand name Accutane. It will be used to treat severe unresponsive cystic acne — a disorder of the oil glands resulting in severe acne, pitting and scarring. Clinical trials have shown remission of the disease and healing of facial lesions in the majority of patients. The drug is thought to act by reducing the size of oil glands.

Chemists' POS and special offers are 'effective'

Special offers may help chemists to cope with a contracting market. These were the findings of an article in last week's *Marketing* magazine which contained a feature on sales promotion.

While pointing out that "chemists now account for less than half the sales of product categories such as sanitary protection, toothpaste, shampoos and paper tissues, and for less than a quarter of toilet soap sales" it goes on to suggest that "the chemist stands ready, willing and available for all the promotional support that is available".

For this reason, the article suggests, most of the leading manufacturers maintain large sales and merchandising teams to service them.

"Perhaps it is the smaller size of the chemists market that enables manufacturers to be far more creative in the packaging of offers than is usual in grocery promotions. The author notes that on a recent tour of retail chemist outlets that special packs adding value, interest and appeal to the products on the shelf were much in evidence, and most of them enhanced the personality of the product as well. He concludes that "it looked like a good clean fight among professionals who know how to handle the tools of the trade".

'Super' marketing?

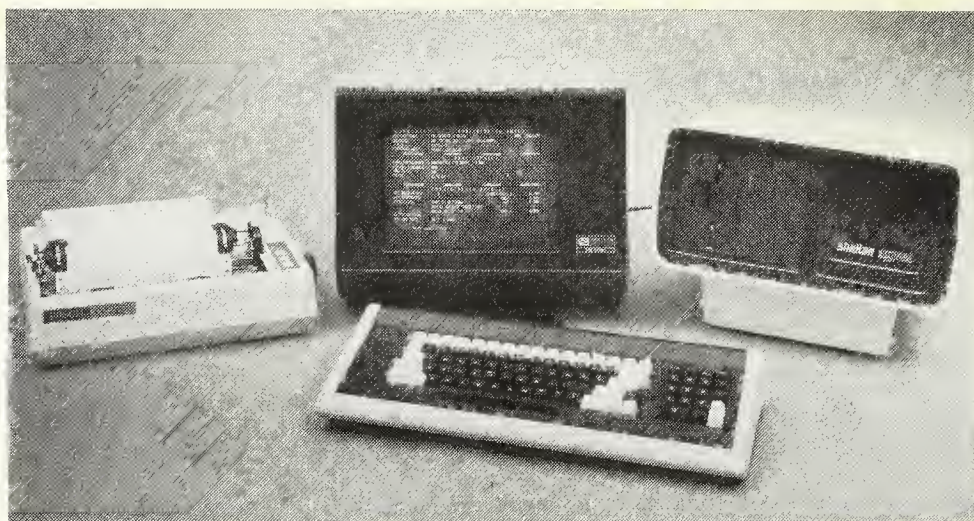
Sainsburys, Tesco and Asda have been operating with negative capital, according to a report from ICC Business Ratios on the performance of supermarkets. It is pointed out that the multiples are often paid in cash for goods at the checkout before they themselves pay the manufacturer — "no wonder they exist on the lowest liquidity ratio in British industry!"

Increases in stock turnover (up from 10.8 to 11.6) have meant little need to tie up money funding stock as sales have expanded, the report continues. "This has

Nicholas sponsor Numark golf

Nicholas Laboratories are to co-sponsor the Numark Chemist National Golf Tournament 1982. Numark chemist members, wholesalers and Nicholas' staff are eligible to play and completed entry forms must be returned to Numark central office not later than July 12. A current certificate of handicap from the entrant's local club must also be included.

The West course at Wentworth, the "Burma Road," has been reserved for the national final on Thursday October 28.



The Autoscript range of pharmacy computers has been launched in Eire. Based on a Shelton Signet computer, three systems are available. System Two will store 5,000 drug items, price and code prescriptions, and print labels. The expanded System Five will, in addition to the above, store and display 5,000 patient records for approximately two years, print VHI and Health Board receipts, repeat prescriptions, display drug interactions, hold all OTC products, automate stock control and order via an acoustic coupler from wholesalers. The basic system costs about £12,300 (Irish), and includes a year's guarantee. A four-hour all out service is to be provided. Due to differences in health services and wholesaling, the system is not suitable for the UK. Further details from Mr E. O'Grady, MPSI, Electramed Ireland Ltd, 143 Phibsboro Road, Dublin 7.

helped pay for expansion of fixed assets without recourse to excessive new borrowing. Through improving stock control and by taking extended credit from suppliers, the supermarkets have been able to finance a massive expansion programme largely from cash flow."

However, only the largest groups are being really successful — ICC find that companies with sales of £100m a year are likely to be growing at 20 per cent per annum while those with sales of less than £50m will typically be expanding at less than half that rate. "It is obvious that not only the independent grocers and co-ops are losing the food marketing battle, but also the smaller supermarkets." It is suggested that no more than 15-20 supermarket chains are experiencing real expansion — "this group of the largest multiples looks set to virtually eliminate all other competition," claims the report.

Symbol traders are said to have only 8.4 per cent of the packaged grocery market in 1980 — compared with 14.1 per cent in 1974; independents had 7.1 per cent against 12.7 per cent over the same period. "Supermarkets." ICC Business Ratios, 23 City Road, London EC1Y 1AA (£97).

Regional venues and dates are as follows: July 28: The Belfry, Sutton Coldfield; August 3: Gleneagles, August 11: Harrogate, August 18: Harrogate, August 18: Sunningdale and September 15: Knock, N.I.

The four golfers returning the leading scores at each regional final will receive engraved prizes and the two Numark chemist members with the leading scores will receive vouchers for exchange at the pro's shop to the value of £40 and £20 respectively.

Prizes for the final include the Rennie Trophy for the winning team, with replicas for team members. A replica of the Rennie Cup will be presented to the

leading individual competitor and there will be surprise awards. Overnight accommodation and travelling expenses will be provided to all contestants at the Wentworth final, which is to be preceded by a grand eve of tournament dinner. Numark, 51 Boreham Road, Warminster, Wilts BA12 9JU 0985 215555.

Victorian pharmacy to get new home?

A complete Victorian pharmacy and a record of the local lavender industry preserved by pharmacist Miss V. Lewis is considered to be "a unique part of Hitchin's heritage" but could be broken up unless a new home is found.

At present a complete pharmacy dating back over 100 years is kept behind the doors of an ordinary detached house on the outskirts of Hitchin. The pharmacy has been preserved intact by Miss Vi Lewis and was run by her father, Mr R. R. Lewis, until 1961. Perks and Llewellyn was a landmark pharmacy in Hitchin town centre and the firm was famous for the manufacture of lavender water.

The collection has been a lifetime's hobby for Miss Lewis who now wishes it to go on display to the public in a permanent home. A group of local people under the chairmanship of local doctor, Gerry Tidy, are forming a trust and are looking for a building.

Miss Lewis realised the fixtures, fittings and stock of Perks and Llewellyn's would eventually become collector's pieces and in order to keep the shop intact, when the pharmacy was sold in 1961, she had a house built on the outskirts of Hitchin with a room in which to recreate the shop as a museum.

"Looking back, I can't think why I did it" said Miss Lewis. "It was an awful lot of hard work."

Over the years, Miss Lewis has added

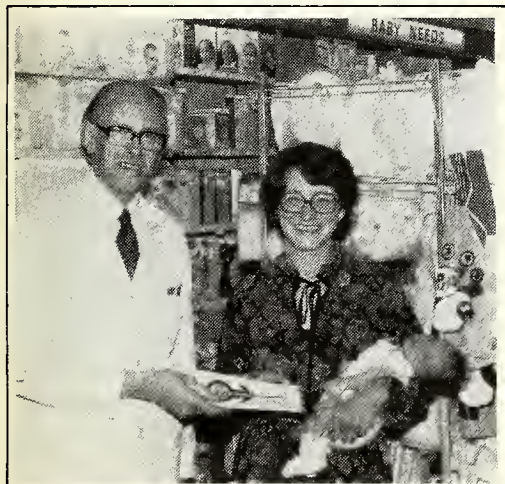
to the collection with things she has picked up at antique shops and markets — there is a display of feeding cups, a collection of eye baths and an impressive display of old bottles.

Perhaps the most important part of the whole museum is the display of lavender waters for which Perks and Llewellyn were famous. Miss Lewis also used to make lavender water and still has the original equipment. "I would have liked to carry on that side of the business when I moved here, but it was becoming too expensive to make and anyway, we couldn't get planning permission from the council" she said.

The lavender industry in Hitchin began in 1823 when Edward Perks began growing lavender on Gaping Hills. Thirty-five acres of lavender were grown yielding sufficient oil for 2,000 gallons of lavender water.

Perks and Llewellyn's lavender water was awarded prize medals in the Paris Exhibition in 1867 and in the Philadelphia Exhibition in 1878 and Miss Lewis still has the glass cabinet which was shipped over to Paris to display their wares.

PEOPLE



Mr George Whittfield, MPS, winner of Unichem's February lucky draw for Mansize tissues, receives a video cassette recorder worth £550 from Newcastle branch manager, Roger Metcalf (left). To qualify for the draw, members had to order a minimum of five cases of Unichem Mansize tissues. Unichem Ltd, Crown House, Morden, Surrey

Deaths

Cain: Mr Robert K. Cain, BSc, MPS, who retired in 1973 as manager and deputy chairman of Nippon Wellcome, a Japanese subsidiary of the Wellcome Foundation, died on June 2, aged 67. Mr Cain, who was born in the Isle of Man, joined Wellcome in 1954 as a medical representative in Liverpool after holding several teaching posts. He later became assistant publicity manager, then manager of the home sales department (medical). He leaves two sons and two daughters.

TOPICAL REFLECTIONS

By Xrayser

I wonder if?

When I am away from home, or visiting places which I used to know well — where perhaps I worked for a time before I finally settled in my present business — I find myself, inevitably, looking around to see what became of the various pharmacies I used to know. Sometimes whole districts have been razed and rebuilt in a new development wholly unrelated to the old-established needs of a community which exists no more, but generally the changes seem to be more subtle, being a matter of shifts of shopping patterns which have induced changes in the comparative prosperity of traders in one part of the town relative to another.

Not long ago I passed through a small town whose pharmacies, 20 years ago, exercised my mind considerably. There were three then — Boots, a smallish branch; another company branch with a personable and well-respected manager (a genuine character), and an old-fashioned private pharmacy, probably the oldest of the lot.

The last I always coveted. It was a quaint place, large too, and although it did business I always felt it would have done better with a careful refit . . . and with me as owner.

'Shopping around'

The proprietor, however, was a cantankerous old devil, long past retirement age, who though professing an earnest wish to "get out" could not be persuaded to give me a price. Talk about dog in the manger! He wouldn't even give me a sight of the figures, after I presented a banker's reference and a wholesaler's letter of support. In the end I had to give up and bought elsewhere.

Anyway, while on holiday recently I went back to see what had happened. A new precinct had arisen, housing large modern branches of the two company shops. The old fellow had died three or four years after my attempts to buy, a distant relative had closed the shop and sold the premises for other purposes. I walked around the town, doing a quick survey. The big branches were busy but without hammering the point too hard, the quality of service could not compare with the personal attention given from the smaller shops all those years ago.

The doctors' surgeries were still in the same place and there seemed room and need for a specialist private pharmacy (no leapfrog either, the site would have been on the opposite side of the surgeries, so that patients would have to walk about the same distance, but North instead of South). Should I do it? No, I'm too well established where I am to want to start

again, but I had to give pause to consider the effect of the basic practice allowance. I wouldn't get it. All of a sudden I feel the need to rewrite my views!

The pip

"It gives me the pip," I heard him say. "First of all I have to look the item up in the C&D Price List to check the name properly, the strength and the pack size, and then I have to turn up the blessed Unichem file to get their blessed number and key it in." There were a lot more "blesseds" too, but the gist of it was that an otherwise perfectly satisfied Unichem member, found it a pain to have to label his shelves with a non-standard number code, when another system (which could be used by Unichem with comparatively little expense) had been developed and adopted by everyone else — a standard number printed alongside the items in the universally-used reference we handle daily, the C&D price book.

I have great sympathy with the views of Mr Stanley Mackintosh, a computer systems consultant involved in the development of the PIP code, because as a comparative outsider he is able to praise the unselfishness of people like Vestric in adopting the code when they already had one of their own, and for pointing out so clearly the futility for pharmacy, with only 10,000 outlets, in having four or five symbol groups trying to compete, not so much against each other, but against non-pharmacy traders.

The advantage in combining to form one instantly-identifiable symbol for our competitive trading activities hardly needs explaining. The trouble is that unless we have an agreed, balanced carve-up of the retail trade among the existing wholesalers and are willing to accept the consequent stagnation of competition between them, the likelihood of a single symbol name for retail pharmacy seems distinctly remote.

But in the game of dreaming up titles I first thought of "Beauts," and then — an unbeatable absolute dream of a name — "National Health Group!"

Correction

Before hundreds of admiring fans swoon in amazement at my apparent feat (last week) in running a pharmacy on a stock of only £2,500, I regret I must come clean and admit to having a feat of clay! The true figure was, alas £25,000 — which goes some way to explaining my cash flow problem.

Herbal bath oil range based on Kneipp natural therapy

A range of herbal bath oils based on the Kneipp therapeutic system are being introduced into the UK.

Already available on the continent, the six Kneipp Bath Botanics contain up to 40 per cent of essential oils to help protect and soften the skin. The products are made exclusively from natural ingredients and each variety is said to have a special purpose — rosemary is a stimulating tonic, meadow blossom as a revitalising pick-you-up, juniper for unwinding after physical exertion, spruce and pine to invigorate the body and spirits, camomile is a gentle bath and hops is a calming bath at bedtime.

The Kneipp company says that Kneipp therapy is about total health education involving the whole individual in the healing process. Hydrotherapy is a fundamental part of the system but it also involves exercise, diet, self-discipline and mild nature cures. It was founded by the Bavarian priest Father Sebastian Kneipp.

Bath Botanics each contain enough oil for ten baths and retail at £2.95. They are packaged in clear glass bottles and cartons, both with herb illustrations. The company says that all except the camomile are non-staining and leave the bath spotless and free from messy residue. They recommend bathing in the oil for 15-20 minutes.

The launch will be backed by a public



relations educational campaign, they say, with an information bureau available to explain the concept of Kneipp therapy. Advertising following a similar educational theme is promised — beginning with a campaign in London and then extending nationwide. As an introductory offer single bath miniatures will be available for £0.40. Distributors are *Newton Laboratories, 111 Wandsworth High Street, London SW18. Tel 01-874 6511.*

Pure grape juice wine concentrates

Southampton Homebrews have just launched two new ranges of wine concentrates containing 100 per cent grape juice to replace their original Brewmaker wines and a new beer — Scottish 'heavy'.

The wines are imported canned direct from the La Mancha grape growing area of Spain. Managing director Colin Saunders is confident this source can supply top quality grape juice consistently. The new kits are better able to produce a more satisfactory wine, he says, because the starting point is pure grape juice.

The premium priced Brewmaker House wine costs £1.15 trade with a rsp of £1.75, available as white, red or rosé. The Brewmaker Home wine range includes a medium white, sweet white, medium red and a full-bodied red sold as 'complete' kits. At £1.69 trade their rsp is £2.59 for a 1 gallon kit with yeast, finings and, unusually, Campden tablets, supplied

under a transparent cap displaying a contents list together with details of equipment required.

Both wines should ferment in four to five weeks and require the addition of 8-12 ounces of sugar. Neither brand will be found in major multiple pharmacy groups or the major multiple High Street homebrew stockists.

The Scottish heavy 40 pint kit costs £2.23 trade (£3.65 rsp). It has been introduced to meet the peculiar Scottish taste for beer with a higher specific gravity. *Southampton Homebrews Ltd, Northam, Southampton. Tel 0703 36044.*

Free Arden kit

During Summer, with every purchase of a 60ml Visible Difference moisture creme complex, Arden will be giving away as a free gift the Perfect Face — a gift box containing a kohl black creative colouring pencil, iced buttermilk powder perfection for eyes and sheik lipcolour. Perfect Face will be available from mid-August. *Elizabeth Arden Ltd, 13 Hanover Square, London W1.*

Three Unichem baby products

Unichem have added a cream, double-strength feeding bottle steriliser and baby bath care foam to their own-brand range of baby products. All products will be available to members during July at special launch prices.

Baby bath care (£0.54) available in 240ml plastic bottles, is a foamy bubble bath, which replaces soap and shampoo. The baby cream (£0.59) helps both prevent nappy rash and doubles as a moisturiser for adults.

The Unichem feeding bottle steriliser (£0.64) is double-strength for economy and improved germicidal effect. All three products come in packs of 12s. Normal trade price for baby bath care is £4.06 a pack; baby cream, £4.38 and double strength feeding bottle steriliser, £4.79. All three are on a special launch bonus of 17.5 per cent during July. *Unichem Ltd, Crown House, Morden, Surrey.*



Bottle steriliser, cream and bathcare are the latest Unichem baby additions

Another jojoba haircare range

Henna Hair Health are launching a range of jojoba shampoos and a conditioner.

Two shampoos are available (250ml, £1.25), one formulated for normal to dry hair and the other for normal and fine hair. The conditioner (£1.15), is for all hair types, *Henna Hair Health Ltd, Classic House, Old Street, London EC1.*

Roses squash from Pharmagen

Pharmagen have been appointed distributors for Roses diabetic squash. All other Potter & Clark products will continue to be handled by DeWitt. *Pharmagen Ltd, West Lane, Runcorn, Cheshire WA7 2PE.*

COUNTERPOINTS

Cosmetics range for lens wearers

The French cosmetic house of Airella have appointed MCL Services to distribute their cosmetics in the UK and Northern and Southern Ireland. The range comprises mascara (£3.50), eye crayon (£1.55), eye shadow (£5.25), eye make-up remover (£3.15), facial cleansing lotion (£3.20) and anti-wrinkle cream (£7) — all specially manufactured for contact lens wearers and women with sensitive eyes.

The range comes in a claret and silver display unit (trade price, £97.80) as does the packaging. A leaflet dispenser is incorporated. *MCL Services Ltd,*



Castleham Road, St Leonards-on-Sea, East Sussex TN38 9NB.

Women's fragrance from Parfums Grès

Parfums Grès of Paris have developed a new fragrance range for women. Called Alix Grès, it comes packaged in burgundy and gold colours, and the Madame Grès signature is featured. This is the first new fragrance from Madame Grès since Cabochard.

The range comprises perfume in two sizes, 15ml and 30ml, with a 7ml atomiser and two sizes of eau de toilette, 60ml and 100ml, with two sprays, 56ml and 100ml respectively. Retail prices start at £10.50 for the 60ml size of eau de toilette rising to £42 for the 30ml bottle of Alix Grès perfum. *Ocouture Fragrances Ltd, Spur Road, Feltham, Middlesex TW14 0TJ.*



Ulay dispensers

Promotional packs of Oil of Ulay will include a dispenser pump pack at no extra cost. The dispenser will be available in the 150ml size Oil of Ulay, and it will also fit the 75ml and 250ml size packs. Oil of Ulay will also be supported by national television advertising from July 5 for three weeks. *Richardson-Vicks Ltd, Rusham Park, Egham, Surrey TW20 9NW.*



Roc launches and POS activity

Roc tinted sport cream is now available in a new Summer shade, cuivre, which gives a lightly tanned appearance. A cream counter display is available to launch the new shade. The unit contains five standard packs of each of the three shades in this line together with testers. A second counter display unit is also available to promote Roc moisturising after-sun emulsion. This blue and white unit contains 10 standard products.

New to Roc's Keeps range are brushless shaving cream (£2.95) and brush foam shaving cream (£3.40). Both are soap-free and unperfumed, for men with sensitive and easily irritated skin. *Roc Laboratories UK Ltd, 13 Grosvenor Crescent, London SW1X 7RE.*

Arrid extra content

Arrid will feature an "extra 50 per cent" free offer on all roll-on varieties for the duration of the Summer. *Carter Wallace Ltd, Wear Bay Road, Folkestone, Kent.*

ON TV NEXT WEEK

Vestric in July

The Vestric national promotions publication for July offers Vantage customers the chance to win 100 Fisher-Price Explorer "ride on" toys for toddlers. A "spot the difference" competition organised with the manufacturers of Snugglers is being run in conjunction with a July special offer price to Vantage members.

Also among Vestric's special offers is a "pound of cash" offer to every customer making two purchases of Flex balsam and protein conditioner and shampoo. In line with a £200,000 women's magazine advertising campaign Vestric are also featuring Poly hair products.

Other Vestric national promotions offers for July include Crest toothpaste, Mum anti-perspirant roll-on and Elnett hair spray. *Vestric Ltd, West Lane, Runcorn, Cheshire WA7 2PE.*

Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Lancs	NE	North-east	G	Grampian
Y	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is

Alberto Balsam conditioner:

All except U, We, B, G, E, CI

Anadin: All areas

Bic razor: Sc

Diocalm: All areas

Dixcel toilet tissue: All except Sc, U, B, G, E

Elastoplast antiseptic cream and liquid: All areas

Elida Cream Silk: All areas

Fairy toilet soap: Y, Sc, M, A, U, We, B, G

Fuji Film: All areas

Jaaps health salt: So

Johnsons baby products: All except E

Milk of Magnesia: U, E

Mucron tablets: WW, So, A

Oil of Ulay: All areas

Paddi Cosifits: All areas

Pampers: All areas

Pifco air cleaner: So

Revlon Flex: All areas

Steradent Fresh: All areas

Tudorcolor film:

Ln, M, Lc, Y, WW, So, NE, A

Vivas: All areas

Dermatology range formulated for high cosmetic qualities

Alcon Laboratories have set up a dermatologicals division and are introducing a range of products for acne, dry skin, and various dermatoses. The products have been designed to be cosmetically acceptable as well as effective, to ensure patient compliance, the company says.

As well as the four preparations outlined in the monographs below the range will include Ionax scrub, Ionil T shampoo and Phygiene. The first two have previously been available in limited supplies but have now been repackaged to fit in with the rest of the range. Phygiene is an acid-balanced (pH 3.5) liquid soap-substitute formulated to be non-irritating even to sensitive skins and to be safe for patients normally sensitive to soap. Trade price is £2.50 for 240ml.

Like other Alcon products the range will be distributed by *Farillon Ltd, Bryant Avenue, Romford, Essex RM3 0PJ*.

Alcoderm cream and lotion

Manufacturer Alcon Laboratories (UK) Ltd, Imperial Way, Watford, Herts

Description White thick smooth cream and creamy white, smooth, viscous lotion, both oil-in-water emulsions. The oil droplets in Alcoderm form a thin, hydrostatic, protective layer on the skin and the aqueous phase hydrates the surface layers to give a double moisturising action

Indications Dry, chafed or irritated skin where the moisture content of the horny layer has decreased below the normal level and the skin is no longer pliable. Acute inflammatory conditions where the skin is intact, as a smoothing hydrating agent in certain inflammatory conditions where there is dryness and scaling, and as a vehicle for other active constituents

Method of use Apply to the skin as required or as directed by a doctor

Precautions Avoid contact with the eyes
Packs Cream 60g (£1.50); lotion 120ml (£1.60 trade)

Supply restrictions Pharmacy only
Issued July 1982

Debroxide gel

Manufacturer Alcon Laboratories (UK) Ltd

Description Aqueous gel containing benzoyl peroxide 5 per cent or 10 per cent

Indications Adjunctive topical treatment of acne vulgaris

Method of use After washing with a mild cleanser and water apply once or twice daily to the affected area

Contraindications, precautions etc As for benzoyl peroxide preparations

Packs 60g tubes. 5 per cent £1.90; 10 per cent £2.30 trade

Supply restrictions Pharmacy only
Issued July 1982

Nutraplus cream

Manufacturer Alcon Laboratories (UK) Ltd

Description Smooth, white, unperfumed cream containing 10 per cent urea

Indications Emollient, moisturising and protective cream for the treatment of dry or damaged skin

Method of use Apply evenly to dry skin areas two to three times daily, or as necessary

Precautions If irritation occurs, discontinue use temporarily. Avoid contact with the eyes

Packs 60g tubes (£2.10 trade)

Supply restrictions Pharmacy only
Issued July 1982

Psorigel

Manufacturer Alcon Laboratories (UK) Ltd

Description Clear, thin, brown gel containing 7.5 per cent coal tar solution USP. The emollient and hydroalcoholic gel base provides a moist film with the minimum of tar odour and staining

Indications Relief and treatment of inflammatory manifestations of tar-responsive dermatoses

Method of use Rub in well to the affected areas once or twice daily, allow to dry and remove any excess by patting with a paper tissue. The gel may be applied more frequently if necessary

Contraindications Do not use on highly inflamed or broken skin

Precautions Avoid contact with the eyes. After using avoid exposure to direct sunlight unless its action is specifically required. If undue irritation develops reduce the frequency of use or suspend use until irritation subsides. Staining potential is minimal but if stains do occur they can be removed by standard laundry
Packs 90g tubes (£2.95 trade)

Supply restrictions Pharmacy only
Issued July 1982

Nifedipine tablets for hypertension

The calcium antagonist nifedipine, already used for the treatment and prophylaxis of angina, is now approved for use in hypertension.

Calcium is involved in the contraction of arterial muscles, hence by inhibiting the influx of calcium ions into smooth muscle cells nifedipine causes a relaxation of arterial smooth muscle and a reduction in peripheral resistance. Blood pressure is reduced in proportion to the pre-treatment levels so the drug can be used in all grades of hypertension. It can be used singly or combined with beta-blockers and other antihypertensives.

Bayer are introducing Adalat Retard tablets which have been formulated to give smooth 24 hour control of blood pressure with a twice daily dose.

Adalat Retard

Manufacturer Bayer UK Ltd, Pharmaceutical Division, Haywards Heath, West Sussex RH16 1TP

Description Pink-grey lacquered tablets with one side marked "1U" and the reverse with the Bayer cross, each containing nifedipine 20mg

Indications Treatment of hypertension

Dosages One tablet twice daily swallowed after food with a little fluid. If necessary the dose may be increased to 40mg twice daily

Contraindications, precautions etc As for Adalat capsules. Nifedipine is not a beta-blocker and therefore gives no protection against the dangers of abrupt beta-blocker withdrawal; any such withdrawal should be by gradual reduction of the dose of a beta-blocker, preferably over 8-10 days. It may be used in combination with other antihypertensives but the possibility of an additive effect resulting in postural hypotension should be borne in mind. It will not prevent possible rebound effects after cessation of anti-hypertensive therapy

Packs 100 tablets in foil strips of tens (£19.50 trade)

Supply restrictions Prescription only
Issued July 5, 1982

Discontinued

Allen & Hanburys are to discontinue Triptafen-forte tablets on July 31. Triptafen-minor and Triptafen-DA are unaffected. *Allen & Hanburys Ltd, Horsenden House, Oldfield Lane North, Greenford, Middlesex UB6 0HB. ■*

More Prescription Specialities on p44

Counter Prescribing and all that JAZZ

Who would ever have believed that there would be a successful jazz band composed entirely of pharmacists. Since their inception in 1981, the "WinPharm Apothecaries of Jazz" have played the Edinburgh Festival and been invited to appear again this year. They have played at the British Pharmaceutical conference ball at Brighton, in the Old Barn Hall at Bookham and at the Pharmaceutical Society's Manchester Area Annual Ball. During these engagements, several of the country's leading jazz musicians have been pleased to play along with the band.

How the band was formed

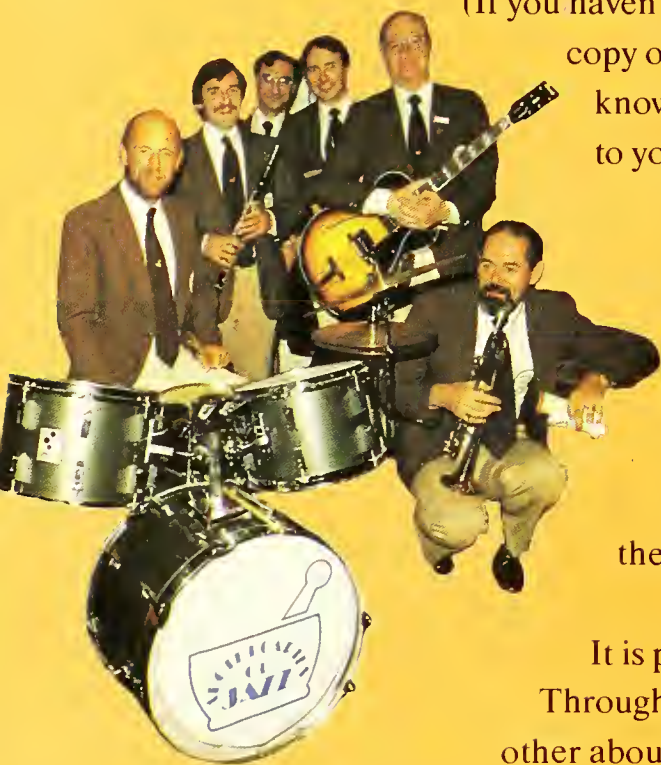
The "Apothecaries" came together through an article about jazz written by pharmacist Bernard Hardisty, WinPharm's Managing Director, in the pages of "HobbyPharm" magazine. Accomplished pharmacist musicians responded to the article, the idea of forming a band evolved and, within six months of the article appearing, the "Apothecaries" were playing their first engagement at London's "City Pride."



WinPharm dispatch the blues

The "WinPharm Apothecaries of Jazz" are living proof of what pharmacists can achieve when they get together and their first sound cassette has already been produced and a copy has been mailed out with a recent issue of "HobbyPharm."

(If you haven't received your copy of this tape, let us know and we'll mail one to you fast.)



HobbyPharm — where like minds meet

HobbyPharm is a leisure and hobbies magazine mailed to 10,500 pharmacists throughout the country the editorial content of which is supplied entirely by pharmacists.

It is produced and sponsored specially for pharmacists by WinPharm. Through the pages of HobbyPharm, pharmacists are able to tell each other about their leisure activities and hobbies and, as

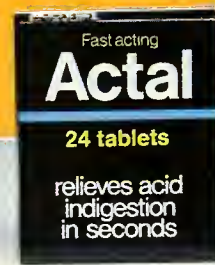
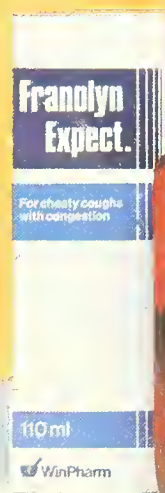
experienced with the Jazz Band, it has proved to be an unusual, much needed and valuable medium of communication between pharmacists. To date, over 180 pharmacists

have written to HobbyPharm on more than 135 hobbies and leisure activities.

(If you don't regularly receive a copy send us your name and address and we'll be pleased to put you on the mailing list, circulation is free to all retail pharmacists).

However HobbyPharm is only part of WinPharm's total commitment to involvement with the future of pharmacy.

And WinPharm believe that this future lies in the now firmly established trend towards counter-prescribing.



Counter prescribing + WinPharm a prescription for a healthier future

In 1979 WinPharm realised that their future success was inextricably linked with the success of pharmacy and launched their "working with pharmacy" policy that promises a healthier future for us all. This policy is composed of 10 sound ingredients.

1st Increasing opportunities for "counter-prescribing"

Today, more people than ever before ask their pharmacist's advice about minor ailments.

Some of the reasons for this are clear:

- * Constantly increasing prescription charges
- * Doctors' crowded waiting rooms
- * Government campaigns designed to reduce N.H.S. costs



All recently conducted surveys confirm an increase in opportunities for "counter-prescribing." WinPharm are trying to accelerate this trend by encouraging the public to seek your professional advice and by stimulating the profession at a local and national level to recognise the benefits for general practice pharmacy that "counter-prescribing" has to offer.

2nd Really effective, pharmacy-only medicines

You, the pharmacist, need really effective medicines for "counter-prescribing."

The WinPharm "pharmacy-only" range offers you a wide selection of medicines that are pharmacologically sound and as potent as is permitted for "counter-prescribing" within the Medicines Act.

Most WinPharm products are widely prescribed so you can be confident that their scientific pedigrees are soundly based. Furthermore, to ensure consistent clinical performance, all WinPharm products are constantly monitored and updated whenever necessary by improved formulation or presentation.

The results of clinical trials together with a wealth of other information concerning WinPharm products and their use are freely available to you on request from your representative or directly from the WinPharm medical department.

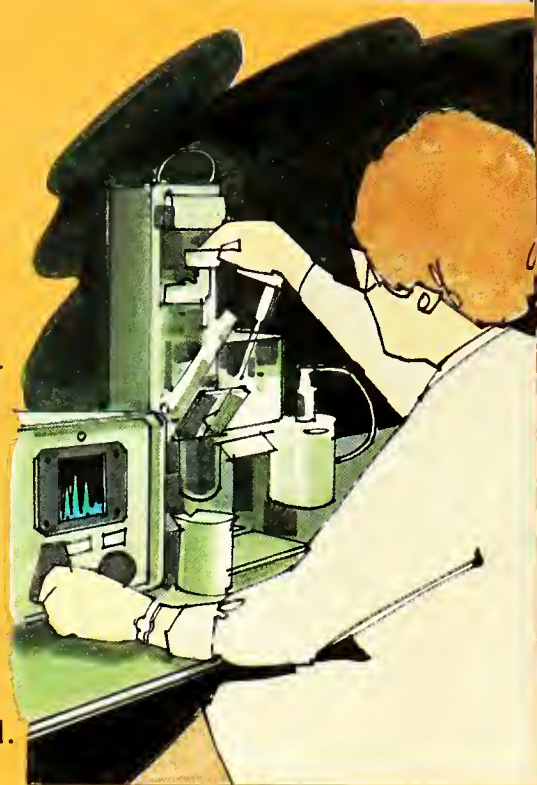


3rd New products

WinPharm constantly researches for new medicines, especially those to treat ailments high on the "opportunities-to-counter-prescribe" lists. They also investigate opportunities to adapt prescription-only medicines to make them available for sale, only in pharmacies and under supervision of the pharmacist.

One outstanding recent achievement has been the launch of their new expectorant — **Franolyn Expect** — which, in just a few months, has established itself favourably with pharmacists as a successful "counter prescription" for chesty coughs.

As is well known, WinPharm also venture into products that are not precisely of a medicinal nature but that are of considerable value to the health care of the public. A prime example of this is "**Selora**" WinPharm's salt-flavour condiment for people who, for medical reasons, must not add salt to their food.



4th Education of public to seek pharmacist's advice



WinPharm has taken the initiative in promoting to the public the professional role of the pharmacist.

Past and current activities include:

Nationwide Poster Campaign

A nationwide poster campaign, employing sites in major shopping areas, invited the public to seek advice about chesty coughs at their local pharmacy.

Professional Window Displays

Special kits of window display material have been prepared which inform the public of your qualifications, your knowledge of the effects and actions of drugs and your willingness to advise on the correct course of action or the most suitable medicines for their ailments.

In-store Displays

WinPharm have also prepared in-store display material for your shop inviting the public to seek their pharmacist's advice.

Public Relations

Wherever appropriate, WinPharm take the opportunity of promoting the pharmacist's professional role in the press, on radio, television or any other media.

They have produced a tape/slide presentation about pharmacy, which is available for showing at branch meetings to local opinion-leaders. It is envisaged that other presentations will be available in due course that will help educate the general public into an awareness of the professional skills and responsibilities of the pharmacist.



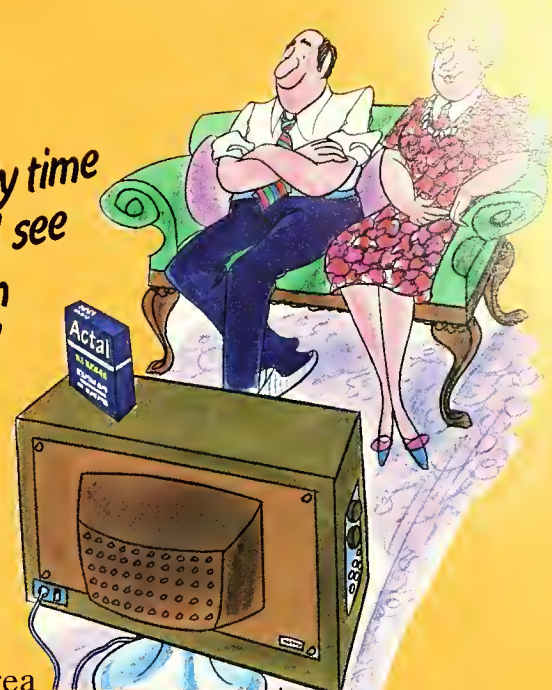
5th Medicines under professional control

As frequently discussed at various national and local meetings and as reported in the pharmaceutical press, most pharmacists support the view that medicines should be restricted to pharmacies and be under professional control.

Pharmacists should be free to recommend the medicines they think are the most appropriate without outside commercial pressures or dilution of their expertise.

It is for these reasons that WinPharm only distribute their products to pharmacies and advertise them solely in the pharmaceutical press.

*The only time
you'll see
WinPharm
on TV*



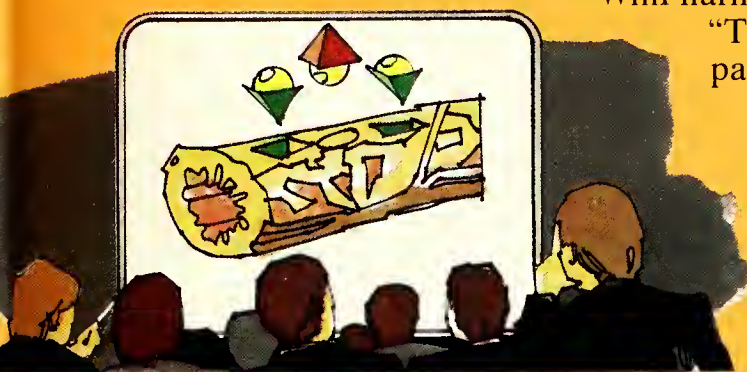
6th Support of professional activities

At local level, WinPharm provide lecturers and guest speakers for branch and area meetings, have assisted with the production of a variety of printed materials including news-sheets and other literature and have sponsored the publishing of papers.

A national conference and seminar entitled "Over the Counter Pharmacy" was held at Stratford-on-Avon at which authors of papers on counter-prescribing gave their view on current trends.

At another WinPharm conference in Malta, eminent guest speakers representing all sides of British pharmacy discussed "Working with pharmacy for a healthier future."

WinPharm recently attended and supported the Pan-Pacific Conference: "The Patient — Our Clinical Heritage" in Hawaii and it is a major part of WinPharm's policy to continue this positive support of the profession's activities locally, nationally and internationally.



7th Assistance in continuing education

In these days of rapid advances in medicines and technology, the Pharmaceutical Society itself has expressed the need for

keeping up-to-date, especially if the profession is to advance its position in the nation's health-care scene.

WinPharm are well aware of this situation and, apart from having already produced useful film strips, detailing aids and summaries of relevant published papers, sound cassettes and video programmes are already "in the pipeline."

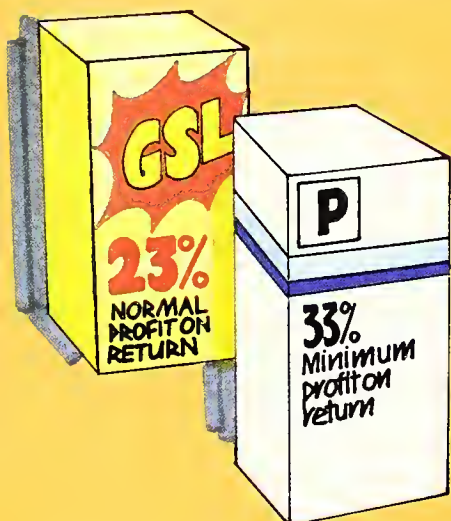
8th Continual interchange of information

The WinPharm team of representatives is not only required to take orders for WinPharm products, but to perform many other duties of value to the pharmacist. They maintain regular contact; they supply technical information, assist with counter assistants' training, and carry out various commercial and administrative functions.

In addition, they host meetings, at which, in a relaxed atmosphere, local pharmacists are able to exchange views and discuss current problems.

Furthermore, since it is not one-way traffic, WinPharm representatives are encouraged to report on the experiences and opinions of pharmacists.





9th Generous “counter-prescribing” fees

Manufacturers who distribute their GSL products through grocers, supermarkets and other shops as well as through chemists, know that wide distribution of this sort needs to be backed by heavy consumer advertising. Consequently, some profit margins can leave a lot to be desired.

WinPharm prefer instead to structure the margins for all their range to incorporate a “counter-prescribing” fee designed to repay you for the time and effort you spend in advising and recommending WinPharm products.

For instance, to equal the cash profit on the sale of 100 Actal tablets, a pharmacy needs to sell 187 tablets of the leading competitive brand of antacid compound — which is sold through all types of outlet.

In addition to the generous built-in “dispensing-fee,” WinPharm frequently offer special bonuses which, coupled with settlement discounts, add up to a commercial profile which is second to none.

10th The most important ingredient

ad The Pharmacist's involvement and commitment to “counter-prescribe”

The most valuable asset in any pharmacy is the pharmacist himself. But it is only by making a positive commitment to using knowledge and professional skills outside the dispensary and by advising customers about their ailments, that they can hope to benefit from the increasing opportunities available for “counter-prescribing.” A conscious effort in expanding “counter-prescribing” activity will give you the satisfaction of fulfilling a valuable role in the community health-care scene. The recommendation of products that are available only through pharmacies will build a business that ensures better treatment for your customers, that is secure from attack by grocers, chain stores, drug stores and supermarkets and that promises a healthier future for us all.

The “WinPharm Apothecaries of Jazz” have proved what pharmacists can achieve if they work together. But you don't have to be a musician to join the band of pharmacists that are collectively striving to improve the status of pharmacy in general and strengthen the future of pharmacy through “counter-prescribing.”



Working with pharmacy for a healthier future

WinPharm, Sterling-Winthrop House, Surbiton-upon-Thames, Surrey, KT6 4PH. Telephone: 01-399 5252.

All the brand names depicted above are registered trade marks.

A peep behind the pharmaceutical bamboo curtain

Announcement of his recent commercial visit to China prompted *C&D* to invite Terry Steel, MPS, Boots' public relations director, to talk about his impressions. It transpired that he had a love and respect for that country stretching back more than ten years.

Terry Steel's first visit to China was in 1971 during the cultural revolution. Like most first visits, it came through an invitation to the Canton Trade Fair — in the '60's and '70's virtually the only window China had on the world. He recalls that he had to walk across the border carrying his suitcase and that the journey from Hong Kong took a whole day by train: today it is 35 minutes by air.

Of course, during the revolution it was possible to meet only the people the authorities wanted you to meet — and to go where they wanted you to go. But Mr Steel found he was born with a gift which unexpectedly gave him a rapport with his Chinese hosts and which has stood him in good stead ever since — perfect pitch (in fact he had considered training as a musician before turning to pharmacy). Although he does not understand the language — apart from a few words perhaps — Mr Steel explains that the gift provides him with a "sensitivity" to oriental speech. As a Japanese businessman once told him: "You may not understand the words, but you hear what is being said". The words are always provided by the interpreters, of course, but a feeling for the motives of the speaker can be invaluable in commercial and political dealings — inextricably linked in China anyway.

First orders

In these early days, Terry Steel had been trying to interest the Chinese in Brufen and, despite having had all the technical literature printed in their language, he appeared to get nowhere. Then the odd order started to trickle in through Hong Kong — he had made his mark after all.

In 1975, Mr Steel got his second chance to visit the country. Through the Sino-British Trade Council the Chinese asked in 1973 if they could send to Britain

a chemicals technical delegation. The Association of the British Pharmaceutical Industry, which acted as the host, naturally asked for a return mission. So in November 1975 Terry Steel found himself a member of a team of pharmaceutical industry senior managers, both technical and marketing, led by ABPI chairman, Michael Peretz. However, the British Government decided to include Lord Wells-Pestel, thus upgrading the mission to government-to-government status.

Different aims

It was a difficult mission, says Mr Steel, because the Government wanted to pursue one programme and the industry another, and at one time it seemed there would be no opportunity to see the basic chemicals plant they had hoped. However, the British Embassy in Peking was excellent — "It was very well organised and had a

Continued on p20



Terry Steel, who was appointed director of public relations for Boots Company last year, has spent much of his professional career overseas. He qualified as a pharmacist in 1961, having joined Boots in 1957, and worked first in retail before being transferred to the international division in 1963. Appointments followed in Zambia and India before he became managing director of Boots Far East, based in Singapore, in 1969. He was appointed area manager for the Far East in 1970 but moved his base to the UK in 1974. Since then he has become an expert in trade between Great Britain and China and has gained a reputation for the organisation of international congresses.

Despite poor lighting (and enlargement from a colour slide) the picture below gives a good impression of the Luwan District Store



[illegible]

THEY'LL BE TRAY
SCALING WALLS, C
AND CLIMBING M

Once they've seen our advertisements in the Telegraph, the Mail, the Guardian and the Express, no

Sound ... **stake in Bemrose** ... **Midland Bank to raise \$500m in U.S. paper** ... **State industry exports increase**

By ANNE SELALI

The United States continues to be a major market for British exports, and the bank has been successful in raising \$500 million in U.S. paper.

Midland Bank plans to raise at least \$500 million in the last growing United States company, and on Tuesday B.P.C. bought 187,000 shares at 17 1/2 p.

That is sufficient to prevent Bemrose from being taken over by the American company, which has been in the market since 1970.

Bemrose's shares closed at 12 1/2 p on Tuesday, but B.P.C. is thought to have paid up to 17 1/2 p for the shares.

Midland is offering 12 1/2 p for the shares, but it has

The foreign earnings of British firms and the United States have risen to 22.2 million in the first three months of the year, compared with 21.1 million in the same period last year.


The foreign earnings of British firms and the United States have risen to 22.2 million in the first three months of the year, compared with 21.1 million in the same period last year.

NO SEA WORTH CROSSING IS EASILY CROSSED



find Euthymol's powerful blend of polishers and antiseptics hard going at first, remember no other toothpaste can make your teeth cleaner or your breath fresher.

NO HILL WORTH CLIMBING IS EASILY CLIMBED



If you find Euthymol's powerful blend of polishers and antiseptics hard going at first, remember no other toothpaste can make your teeth cleaner or your breath fresher.

SELLING MILES, CROSSING OCEANS, MOUNTAINS FOR IT.

will stop your customers from getting their Euthymol. Make sure they get it from you, won't you?

Chinese industry an eye-opener

real feel for the country," says Mr Steel. As a result the programme was changed and, although accompanied by four officials, the party saw not only what it had wanted, but also visited hospitals.

The industry visit was something of an eye-opener — 1960s products being produced in 1920s conditions, as Mr Steel puts it. Not only was there limited equipment, but quality control was minimal too. It was difficult to ask questions because everything had to be channelled through the revolutionary committee.

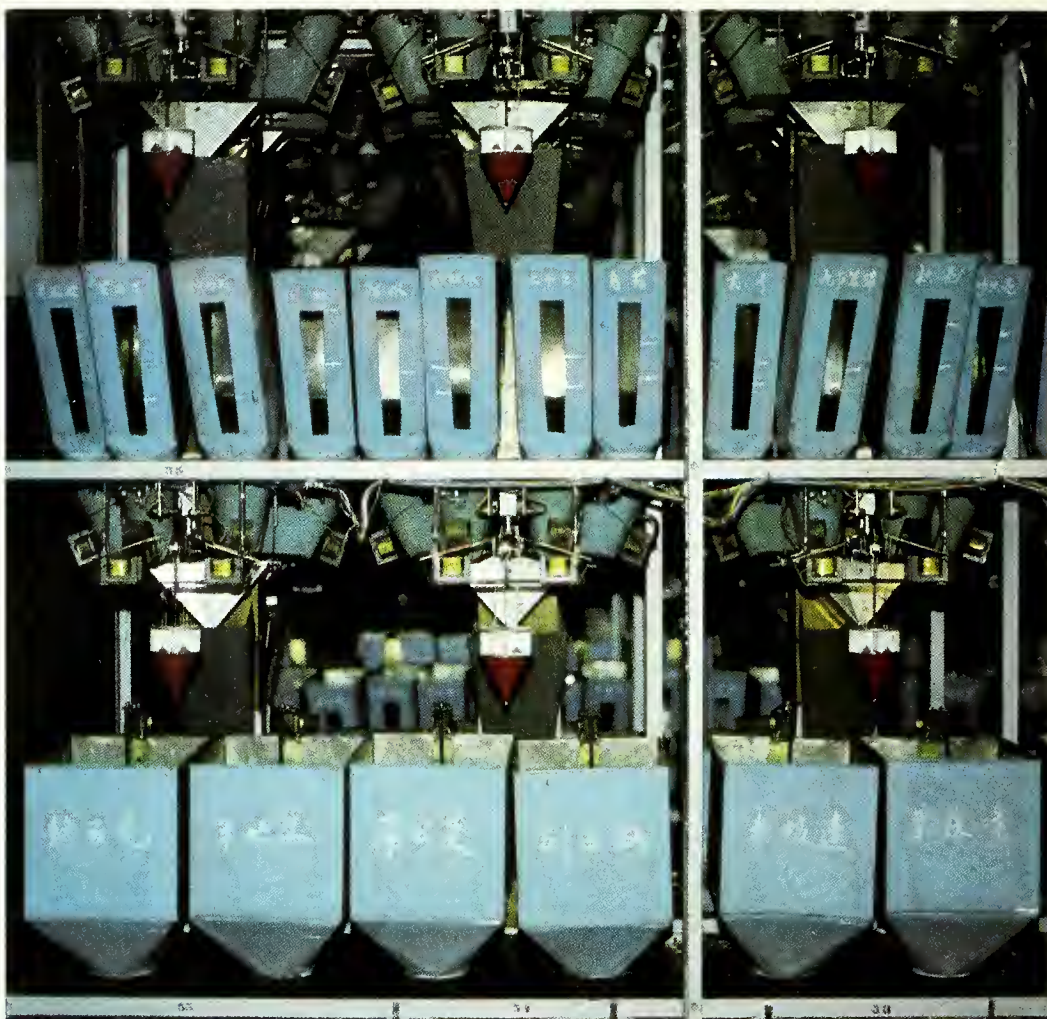
Obviously the industry had gone through a traumatic period. There was an institute of materia medica in Peking — but it remained open, apparently, mainly because its students spent much of their time writing political slogans. Most research institutions had been closed and while those that remained had the laudable aim of identifying alkaloids in traditional herb remedies to eliminate the ones producing side effects, they were trying to do so without the right equipment. Today things are changing, and China is importing the necessary research tools.

In Shanghai, Mr Steel had a piece of professional good fortune. A plane delay gave four members of the party an opportunity (with permission of course) to walk along the Nanking Road, Shanghai's main shopping centre. Foreigners are not a common spectacle, so every time they stopped they gathered a staring crowd. Some older people who could speak English came up to exchange a few words — "You could feel the warmth," Mr Steel remembers.

Community pharmacy

It was on this walk that Mr Steel first saw a Chinese "pharmacy". There were no Western medicines at all, but people were queuing to have herbs dispensed. And in a most unexpected way, because the whole system had been mechanised. When the script was presented, the assistant used a keyboard to select the herbs and quantities, which were automatically fed into an enamel bowl beneath a shoot, to be wrapped in paper. The herb mixtures were handed to the patient without instructions — though most were being taken on a doctor's instructions anyway.

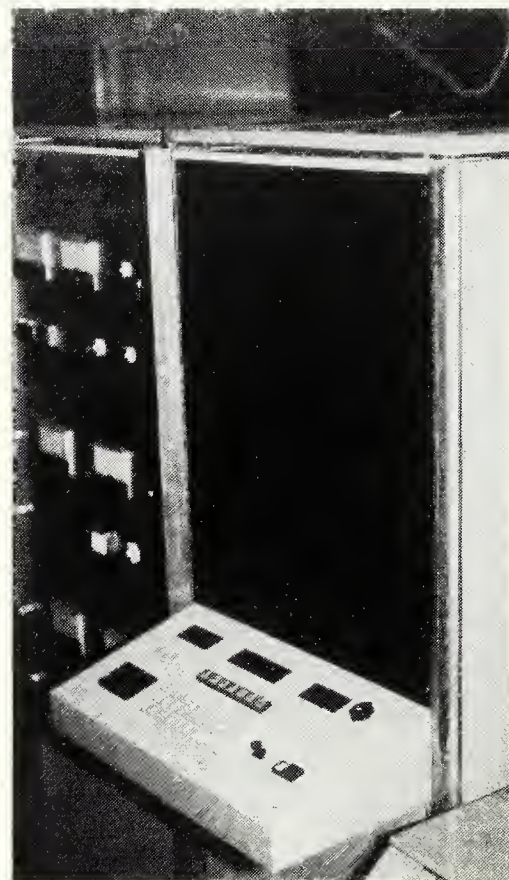
Back at the hotel Terry Steel asked about the equipment in use and was told that it was an experimental electronic system, of which there was a second example in Peking. He was to learn much more about it on a later trip, when the pictures accompanying this article were taken.



Opportunity taken

But to return to Mr Steel's narrative. After the 1975 trip, Brufen orders began to arrive in increasing quantity — and today Boots' exports to China are up to about five million tablets a year. Some two or three years ago the company received a call from the Department of Trade to say that a delegation was coming from the Chinese State Pharmaceutical Administration — a body looking specifically at the pharmaceutical industry in China, from industry and distribution to retail and hospital. The delegation had asked to see several major pharmaceutical companies, including Boots. It was led by a man who had been in the industry for many years and who had survived all the political changes. He brought with him experts in many fields and Mr Steel was surprised by the advanced nature of the things they were trying to do — such as with the use of computers in process control. Boots showed them all they wanted to see, including the application of "good manufacturing practice" principles. And they asked for a return visit to Shanghai!

The result was Mr Steel's visit to China in 1980. It gave an opportunity to follow up on the earlier experiences and to see, for example, a newer formulation plant where, although there was a shortfall in GMP, at least the Chinese were aware of that shortfall.



The colour picture above shows one layer of the herb dispensing machine at the Luwan District Store in Shanghai (a further stack of hoppers is above the upper weighing mechanism, pinpointed by the red cones and shown in more detail on p22). The lines on the hoppers are not explained, but may well be top-up marks — topping up is done by hand. The lower picture shows the machine's "computer-like" control panel.

Concluded on p22



CHEMISTS MAY HAVE A HARD TIME CHOOSING. WOMEN DON'T.

If you've ever had the slightest doubt about which sanpro brands to stock, reassure yourself by looking at the facts.

With 27% of the sanpro market, Tampax brands far outsell any other.

This isn't simply because we support them with more advertising but because more women trust our products.

Our tampons give a woman a choice of absorbency according to the needs of her period.

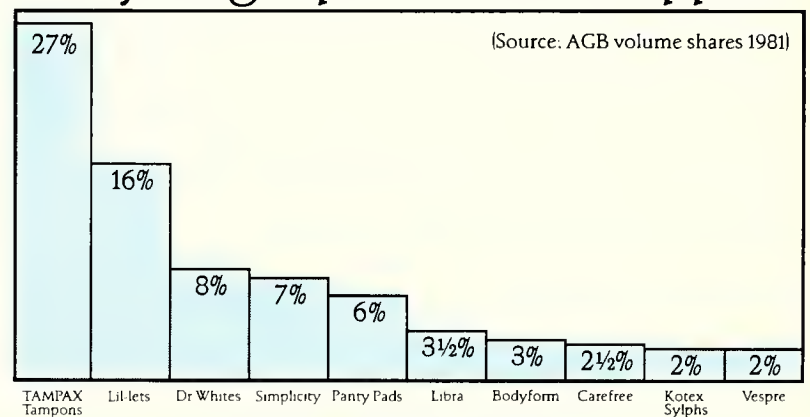
And now with Tampets we give her the choice of digital as well as our applicator tampons.

Furthermore, just as we do our best for her, we also try to do the same for you.

Our Tampax tampon range

of packaging has been redesigned to stand out on the shelf even more.

And we're spending £1.3 million on advertising, on top of all our heavyweight promotional support.



TAMPAX TAMPONS CLEARLY NUMBER 1.

Our range of tampons has already proved itself to millions of women.

Asking them to accept anything less is not only inconsiderate, it's downright bad business.

TAMPAX*

*TAMPAX AND TAMPETS ARE REGISTERED TRADE MARKS OF TAMPAX LIMITED, HAVANT, HAMPSHIRE.

Personal contacts begin to pay off

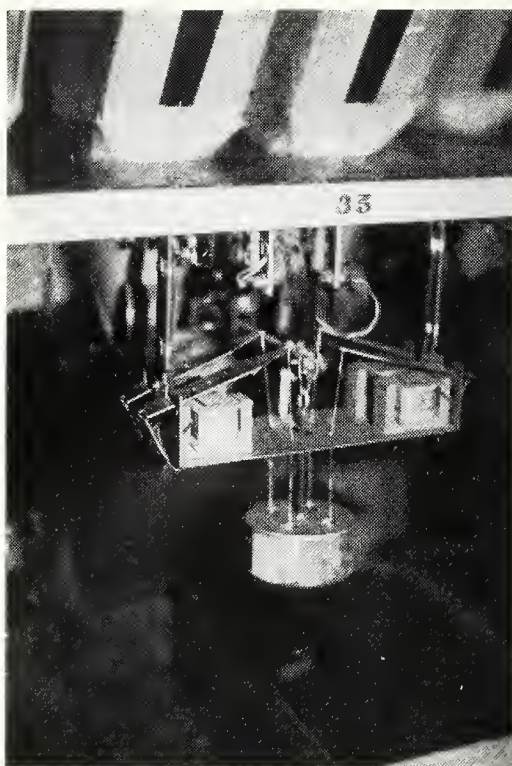
On return visits since the end of the cultural revolution Mr Steel has found it possible to talk to many more people — in particular the end-users of the drug. The contacts began to pay off, and Boots were able to sponsor a Chinese professor of rheumatology to attend an international congress in his speciality — and in March this year, what Terry Steel has long been seeking, a Sino-British seminar. This was attended by 150 medical men from Peking and a further 150 from other parts of China. Because they all dress alike the impression was of "Rentacrowd", says Mr Steel, but he is quick to point out that their questions showed them well qualified in their field.

The seminar was tremendously successful, especially in terms of relationships. It received a lot of publicity, including five minutes on Chinese television, and undoubtedly helped Boots' image. However, Mr Steel recognises that it will never be possible to get much finished goods business in China, though the company is still doing well with Brufen, which the Chinese feel can be used safely as an anti-inflammatory.

Less acupuncture?

Despite the fact that Western medicine can now offer a scientific hypothesis for its success, Mr Steel believes the Chinese are using acupuncture less and less, certainly in rheumatology. They prefer to exploit Western and herbal medicines side by side and to bring in surgery for a three-pronged approach. Herbal remedies are still very much to the fore, however, and there will be a herbal specialist in any rheumatology unit.

In Shanghai Boots organised a day of rheumatology lectures and were privileged to have the use of a hall normally reserved for Party meetings. This may have come



A further detail of the weighing-mechanism on the herb dispensing machine (see this page, column 3)

about through the special relationship which the company has developed with the Shanghai authorities in recent years.

But like any pharmacist, Terry Steel wanted to know more about that pharmacy and its herb-dispensing machine while he was in Shanghai once again. He was taken back and was surprised to find that the machine had been endowed with yet more electronic gadgetry — although there were now ten in Shanghai, this one (at what he now knew to be the Luwan District Store) incorporated the most modern equipment.

Electronic control

Herbs are grouped in 60 lots of four on the machine, making a total of 240, and prescriptions are made up by pressing the group and number of the herb, and then the weight required. Above, the hoppers are controlled electronically and the

weights measured by a balance which is adjusted pneumatically, depending upon the weight selected.

The hoppers are filled manually from large storage drums. Although only one herb from each group can be selected at any one time, each prescription will have several combinations of ingredients which are wrapped together. The new machine also prices the prescription.

In all, the store carries some 700-800 herbs and herbal medicines (including the 240 in the machine). Many for over-the-counter sale are surprisingly well packaged — though perhaps somewhat pre-war to 1950s era in Western terms. However, the Chinese are modernising their designs and branding to exploit growing export opportunities.

This drug store, along with all other stores selling herbal or Western medicine in Shanghai, is controlled by the Shanghai branch of the State Pharmaceutical Administration. The manager, Mr Shen Chao Yong, graduated from middle school and trained in traditional medicine at a technical college run by the Shanghai municipality. Degree holders in pharmacy seem to be found in the hospitals, where there are usually two dispensaries — one for herbal and one for Western medicines. Mr Steel has gained the impression that these pharmacists are becoming more integrated into the health team.

Risks — but worth it

Summing up a country that he has so obviously come to love, Terry Steel says the Chinese realise they need to improve their whole health-care set up, and the authorities are now allowing a move along those lines. There are risks for industry because in general the Chinese are seeking equipment and know-how which will allow them to produce the medicines they require and to compete on world markets. There are also cultural differences, but it is a market of 1,000 million people and, given a few years of political stability, China could become a major trading nation. ■

Don't you think her skin deserves a little protection?

One antiseptic healing cream gives mothers and families all the protection they need. It's Sudocrem. Specially made to soothe sore skin. Recommend it for dermatitis, eczema and general skin problems, knowing that many doctors and health visitors do the same. Display it, knowing it leads to high demand — and even higher profits. Make sure you keep Sudocrem in stock. To give your customers the protection they deserve.

SOOTHES SORE SKIN

Distributors for Great Britain
David Anthony Pharmaceuticals Limited
59 Crosby Road North, Liverpool L22 4QD.

Weightcheck the slimming aid to improve your figures

Weightcheck's the new slimming aid to help your business put on weight in all the right places – the easy way to heavyweight sales and profits.

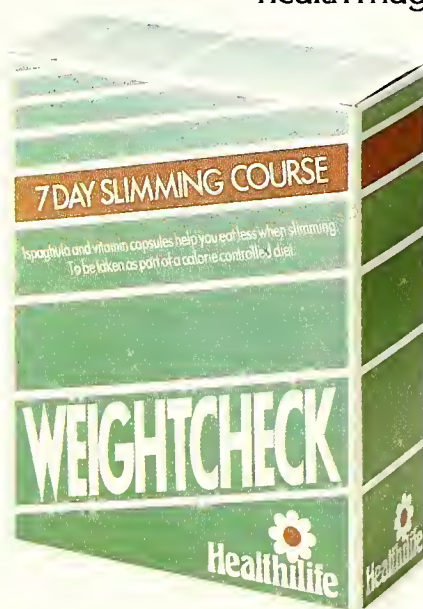
It's a slimming method from Healthilife in capsule form that's going to help your customers take off the pounds, whilst adding £££s to your business. When used in conjunction with a calorie controlled diet Weightcheck is an effective slimming aid, that figure-conscious people nationwide are really going to welcome.

Weightcheck contains Ispaghula a natural vegetable food substance which when taken with water expands to satisfy your hunger.

To make sure of big demand, there's a massive promotional campaign in all the major slimming and health magazines. And to help retailers discover just

how business figures can be improved, there's a special introductory offer of 10 packs of Weightcheck for the cost of 9. (Offer ends 31.9.82).

It's your opportunity to shape up in business.



Please send me further details.

Name

Address

HEALTHILIFE LIMITED, CHARLESTOWN HOUSE, BALDON, SHIPLEY, WEST YORKSHIRE, BD17 7JS. Tel: 0274 595021/5


Healthilife
The simple way to help you slim

AIDS TO BUSINESS

Lease shopfitting plan

Barlow shopfitting group have introduced a plan whereby retailers can lease a complete shopfitting system and fittings, including a shop front, suspended ceilings, floor coverings, lighting, heating, ventilating and air conditioning and all incidental work connected with these items.

Barlows say there are advantages in making this form of finance available to

retailers. It can ease cash flow problems, it requires a low capital outlay — three months' rental in advance — and the monthly or quarterly rental can be offset against tax. Rentals are fixed — and therefore inflation proof — over the three or five year leasing period and the leasing arrangement leaves existing credit lines available.

Another feature of Leaseplan is that at the end of the "primary" leasing period, the retailer can retain the use of the shopfittings for the rest of their useful life by making a payment of a single month's rental. Should the customer want to

terminate the lease and the shopfittings are sold, he will receive a rental rebate amounting to at least 95 per cent of the net proceeds of the sale. Leaseplan is normally concerned with amounts between £5,000 and £30,000 but larger amounts are considered. Leaseplan is arranged by Barlows through Hillesden Securities Ltd. Details from: *George Barlow & Sons Ltd, London Road, Sheffield S2 4NZ.* ■

County-style counters

Home Counties Shop Equipment have launched a new range of knock-down fittings to complement an interior decor without detracting from the displayed merchandise. The County range includes counters, check-outs and merchandising displays finished in bitter chocolate and cream-coloured laminates. The Northampton check-out, complete with basket insert, will retail at £175.

The counters are available in four styles — the Hertford (£150) has a solid front and top, the Buckingham (£175) combines a solid top with a half glass display front and the Bedford (£195) has a full glass front with an interior glass shelf. Finally, the Lincoln counter (£225) has a glass top and front. The County range of counters is available in 2, 4 and 6 foot lengths and all units are a standard 36 inches high and 24 inches deep. *Home Counties Shop Equipment, Spur House, Otterspool Way, Watford, Herts.* ■

Modular units for shopfitting

The International MZ shopfitting system, available from George Barlow & Sons Ltd, consists of a range of modular units which can be adapted to any kind of store, it is claimed.

The range is space saving, cost effective and extremely easy to erect, says the company, and shelving, panels, counters and showcases as well as a series of timber-based fittings with mirror or fabric-backed panels which are designed for quick assembly are available.

In addition to general shopfitting applications, certain ranges of the system lend themselves particularly well to specialised uses with a strong emphasis towards perfumery / chemist shops, opticians, photographic stores and gift shops, says the company. *George Barlow & Sons Ltd, London Road, Sheffield S2 4NZ.* ■

MIGRALEVE
DISPENSING
SIMPLIFIED



Two new pack sizes
now available:

Migraleve Pink 24s
(24 Pink Tablets only)

Migraleve Yellow 24s
(24 Yellow Tablets only)

Why?

More than 70% of MIGRALEVE prescriptions can be fulfilled with multiples of 24 tablets, so it is only right that, in addition to the Duo 24 (16 Pink + 8 yellow) the Pink and Yellow tablets separately should also be available in 24s packs.

When?

Stocks of the new packs are available NOW either direct from us or from your usual wholesaler.

Prices and Margins

Prices of the new packs - giving you 33 1/3% return - are as follows: Pink 24s: Trade £1.9710 each. Retail (incl. VAT) £3.40. Yellow 24s: Trade £1.7159 each. Retail (incl. VAT) £2.96.

Remember

MIGRALEVE is the only migraine treatment you can recommend and sell over the counter.

NON-ERGOTAMINE
Migraleve® 24

The Number One Migraine Treatment

ORDER NOW FROM YOUR USUAL WHOLESALER, OR DIRECT FROM
International Laboratories Ltd., Wilsom Road,
Alton, Hants. GU34 2TJ. Telephone Alton 88174

We've just made you a small fortune



All dimensions
apply at s/

Sensodyne announce the first real toothbrush innovation in years. New Sensodyne Search toothbrushes are the world's most technically advanced. All three are designed with a unique combination of features to meet the latest and most exacting standards set by dentists. Each has an incredibly compact head, a strong, slim neck and a handle without gimmicky angles.



campaign aimed at dentists. And the Sensodyne brand is supported by the biggest TV campaign for toothbrushes ever seen.

This will mean an enormous demand and an outstanding potential for profits.

New Sensodyne Search toothbrushes are on bonus offer right now and there's a special 5 dozen display outer with free leaflets for your customers. Order plenty of stock today.

Stafford-Miller Limited,
Hatfield, Herts. AL10 0NZ. Hatfield 61151.

SENSODYNE SEARCH TOOTHBRUSHES

Premium priced for premium profits.

NEW

The new range is backed by a massive advertising

Show a smile and

Everywhere you look this summer—and more important—where your customers look, there's a message from Kodak.

It says: "Smile. It's on 'Kodak' paper."

And it urges your customers to get their films developed where they see that smile.

That's great news for all retailers who use photofinishers that print on 'Kodak' Paper.

Those retailers who don't yet—as well as those who do—should read on.

The Smile is on TV throughout Britain.

Our brand new TV commercial is on network Television throughout the country.

It stars Ken MacDonald, whose face is also featured on all our display material.

It's an amusing and heart-warming commercial, the second in the series that began in London and other regions just after Christmas.

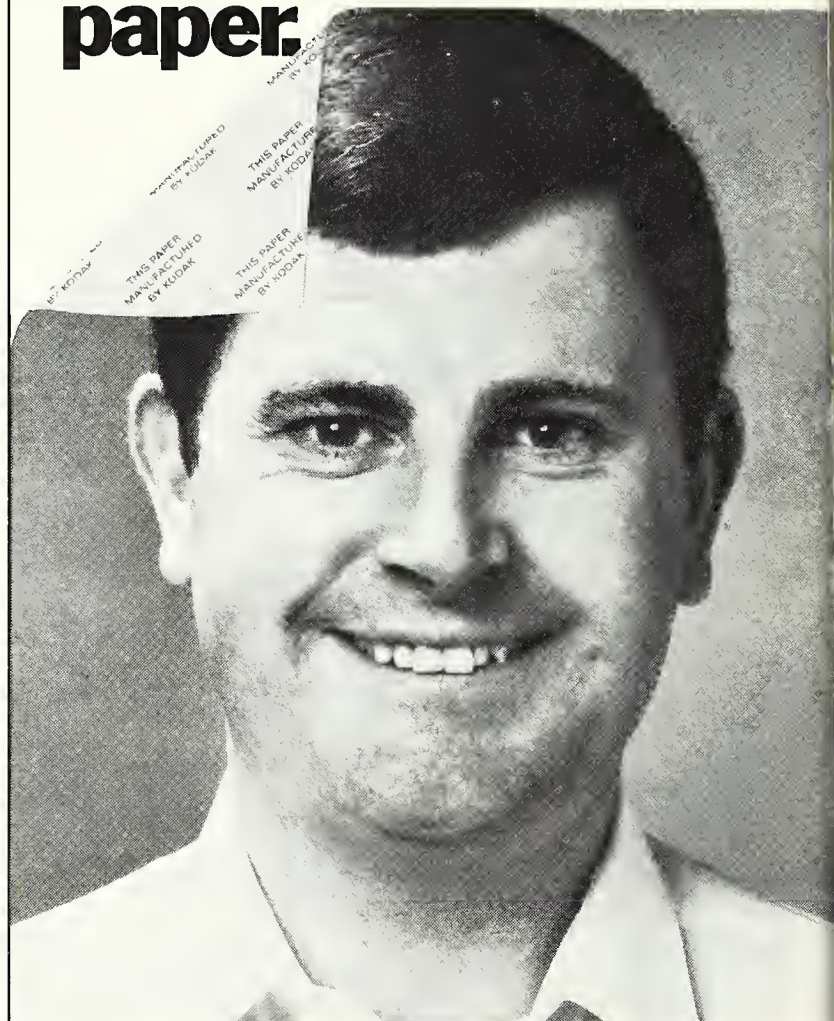


The commercial will be seen by 33 million viewers from the end of July to September, just when the public are bringing their holiday films to you for developing and printing.

The Smile is in the popular press.

In the Sun, Daily Mirror, Sunday Mirror, News of the World, Daily Express, Daily Mail, Daily Record and Sunday Mail, you'll see advertisements reinforcing the Smile message.

Smile. It's on 'Kodak' paper.



Get your films developed where you see this smile. Only with 'Kodak' Paper can you be sure that your photographic processor is regularly checked by Kodak to help him give you colour prints of the best possible quality. So insist that your prints are made on 'Kodak' Paper. When you see the name Kodak on the back, you'll smile too.



Kodak is a trade mark.

In the national press, we'll be leaving your customers in no doubt that Kodak experts are helping to improve the quality of prints and that 'Kodak' Paper will give pictures of the best quality and colour.

The Smile is ready for your shops.

Just put in the Smile and bring in more business!

The Smile is ready for you to display on windowbills and showcards. You've got to show the Smile, because that's what everyone will be looking for.

The Smile message is available for use in all your advertising.

Keep reading!

Mystery shoppers will reward you!

Kodak is employing a team of "Mystery

you're laughing.

hoppers" who will be visiting shops like ours this summer.

The most helpful, smiling assistants who correctly answer a simple question, will be rewarded, as long as the 'Smile' display material is on show. Even if your shop is not displaying the Smile, the "Mystery Shopper" will still call to help with a display.

So cash in on the biggest campaign ever to promote 'Kodak' Paper. Just fill in and send us the coupon on this page now, and we will arrange for you to receive display material.

Smile. It's on 'Kodak' paper.



GET YOUR FILMS DEVELOPED HERE

The Smile is on a great offer for the home or the beach.

This summer, your customers who have their prints made on 'Kodak' Paper can buy a colourful towel for just £4.25, including VAT and p&p, when they collect two vouchers from their D and P wallets.

Smile. It's on 'Kodak' paper.



Each customer who orders prints on 'Kodak' Paper from dealers and finishers participating in this offer will receive a special voucher in his or her wallet from June onwards. (Closing date for the offer is 19th September, 1982.)

The towel, which measures 75 x 140 cms (30 x 56 inches approx.), and incorporates the Smile message in the design, is of the quality you would expect from Kodak.

Equally useful in the home or on the beach, this bright, attractive towel represents great value for money. All you have to do to take part in this promotion, is to display the special offer promotional material.

Get your smiles by post.

To: Doug Doolan (A6F), Kodak Limited, Finisher Sales Department, Kodak House, 66 Station Road, Hemel Hempstead, Herts HP1 1JU.

Please arrange for my Kodak "Smile" Display Kit(s) to be sent as soon as possible. Quantity required _____ kit(s)

If you'd like the name of Finishers near you using 'Kodak' Paper, please tick box ☐

Name: _____ Position: _____

Company: _____

Address: _____

Telephone: _____

My Photofinisher is: _____



Smile. It's on 'Kodak' paper.

Kodak is a trade mark

No.1 this Christmas.



Biggest Brand: Biggest selling After Shave lotion* in U.K.

Biggest Spend: £1,000,000 Christmas support including national TV with new commercial.

Biggest Support: New Christmas display material.

Biggest Sales: New lower priced gift sets in unique Christmas merchandiser.

Biggest Profits: Full 35% Shulton margin across the range.

So for No.1 profits, stock, display, and sell Old Spice this Christmas.

Old Spice[®]
The mark of a man.

Christmas Gifts

C&D takes an annual look at the seasonal offerings.

Only 147 shopping days left...

Putting aside the recent heatwave (immediately followed by torrential rain!), the Falklands and the Royal babe-in-arms for the moment it's the time of year to begin considering stocking up for Christmas.

The trade fairs are already underway with only Brighton and Manchester still to come and the immediate problem is deciding what to order from the array of coffrets and individual items on show.

There appears to be no dramatic developments this year and most of the manufacturers are relying on tried and trusted ranges to represent them in the seasonal sales race. This suggests that it is

up to the individual retail outlet to create the impact necessary to encourage those impulse purchases. Investment in Christmas decorations, imaginative displays and gift wrapping services are some ways of catching the customer's eye. The following feature looks at a selection of the products available although many companies were still finalising plans as *C&D* went to press.

Jovan (1) have added a frankincense and myrrh fragrance to their Christmas range. Available in a 25ml cologne concentrate spray mist (£3.55) it is one of 21 gift ideas available from the recently formed Jovan fragrance division.

For the men, there are three additions to the Philishave range.

1 One of these, the HP1318 (£52.95), has two high-capacity rechargeable cells said to give up to three weeks of cordless shaving (2).

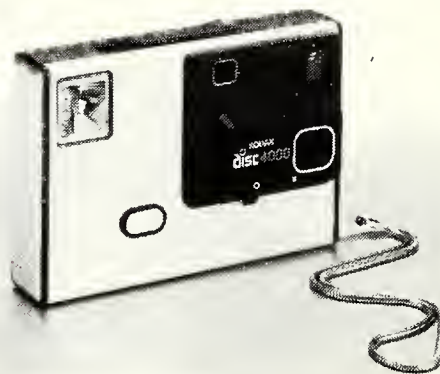
To capture Christmas day memories Kodak (3) will have their disc cameras available and for those sore feet after all the shopping, how about a Clairrol foot spa (£29.95) to soothe away the aches and pains (4).



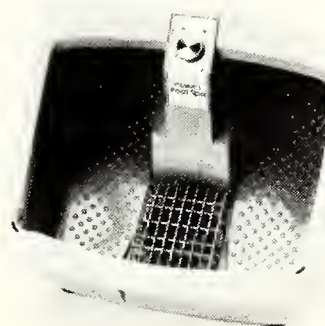
2



3



4





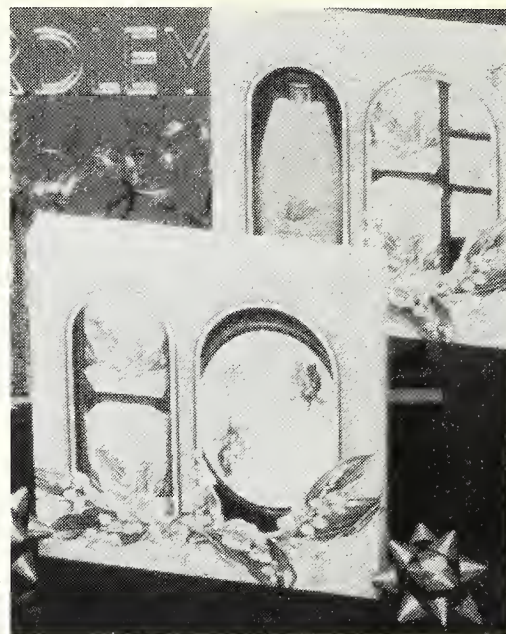
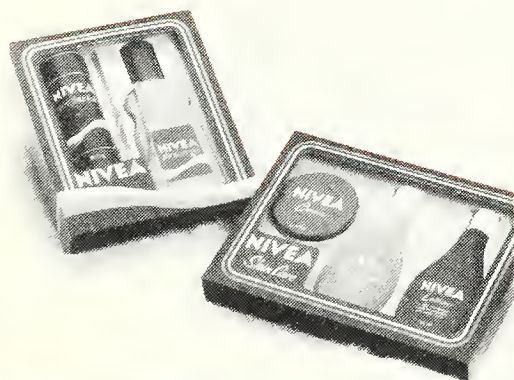
For Chantilly (1), Houbigant have a gift collection of eau de parfum atomiser, body fragrance, dusting powder and parfum (£34).

A sackful of new goodies is how Yardley describe their Christmas offerings this year. Amongst them (2) is a set of two soaps and matching lily of the valley soap dish (£3.15).

Oil of Ulay sales at Christmas are substantial say RV with a 40 per cent increase in unit sales recorded in 1981. Available this year (3) is a gift wrapped 150ml bottle with a replica of the Margaret Merrill rose (£2.50) and there are Christmas sleeves for the 75ml and 150ml bottles (£1.40 and £2.50 respectively). Prices quoted include an increase due in August.

For Nivea there are skin care and bath care gift sets (4). The skin care set contains a 125ml Nivea lotion, 125ml skin freshener and 45g creme (£2.54) and the bath care a 250ml shower gel and a 100g talc (£1.79). Available for delivery from August the gift sets come in outers of 12 — trade price £19.48 and £13.73 respectively.

Both 200ml and 500ml bottles of Midas foam bath (5), in original tangy and apple 'n fresh, are available in special Christmas gift-sleeves and coffrets containing Body and Bath foam bath and bodyspray, and foam bath and after bath lotion (both £2.40) will be available from Goya (6).



One of the Rubinstein suggestions is the 30ml Skin Life cream (£10.50) gift wrapped at no extra cost (7).





To her

Launched last year, Femille by Innox (1) is described as "classic, feminine and perfect for this romantic era". The range comprises five products — perfume essence, concentrate cologne spray (25g and 50g), cologne and talc (£2.25-£7.50).

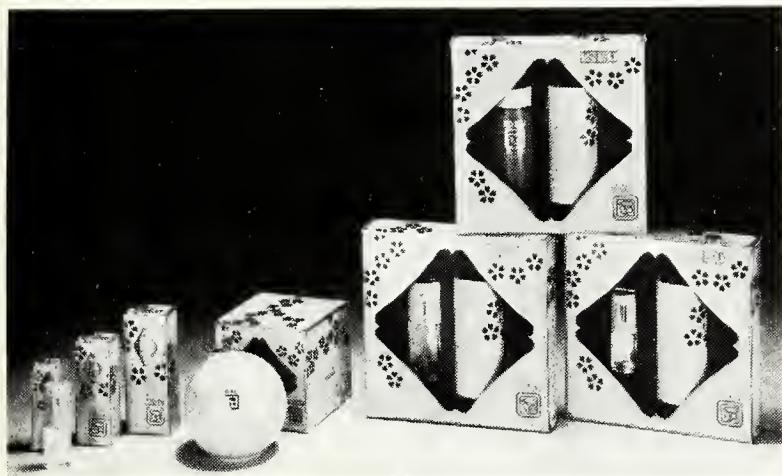
Among the ideas from Fabergé this Christmas are Kiku and A Touch of Class gift sets (2) and (3). Kiku comes in the Japanese-style packaging but this year embossed with cherry oriental flowers. Prices range from £2.10-£34.95 with a bathtique at the top end of the range. Packaging for A Touch of Class also encompasses a floral design on powder blue background with prices starting at £2.95 and rising to £14.75 for bathtique.

Roc have a wider selection of Christmas gifts available this year. New additions (4) include Christmas packs of Skin Care Basics and Skin Care Essentials (£4.55 and £7.50 respectively), and a Christmas Essentials cosmetic bag (approx £8) containing cleanser, tonic, eye make-up remover lotion, day cream and night cream for combination or dry skin. A make-up gift set is also available comprising matching lipstick and nail enamel, creme rouge and mascara (£14).

Vichy's answer for Christmas shopping is the 1983 Vichy beauty care diary. Worth £4.50 the diary will be available for £0.70 with any purchase of a



full size tube of Equalia or tinted Equalia from September. The diary is gift wrapped with Equalia for £4.60 (usual Equalia price £3.90).



2

3



Royle greeting cards put you on the fast route to extra sales!

... Yes, Royle's popular Christmas cards and giftwraps can really boost your sales and profits this Christmas! Eye-catching designs and colourful displays provide an irresistible invitation to your shop, promoting gift sales! You'll also want to know about Royle calendars, offering a wide choice of photographic and art titles as well as greetings for Birthday, Best Wishes, Get Well, Birth Congratulations, New Home and other occasions!

So hold on to your hat, and take off with Royle merchandise. Simply complete the coupon and post it to:—
Royle Publications Limited,
 Royle House, Wenlock Road, London N1 7ST
 Telephone: 01-253 7654

Please send me further information on Royle merchandise for retail chemists.

I am interested in:—
 (Tick box as appropriate)
☐ greeting cards ☐ giftwrap ☐ calendars

Name of Buyer

Name of Business

Address

Telephone Date

A hand holding a safety razor, with the hand and razor positioned over a surface of water. The hand is cupped around the handle of the razor, and the head of the razor is held just above the water's surface. Concentric ripples are visible in the water, suggesting a recent splash or the imminent action of shaving. The background is a solid light color, and the water has a textured, blueish-grey appearance.

1972. Twin blades revolutionise wet shaving.

Remember how twin 'blades' revolutionised wet shaving ten years ago?

Well, history is about to repeat itself.

With the launch of the revolutionary new **Philishave® Double Action** shaver.

The 45 twin-bladed **Philishave®** electric shaver has a double action which no razor has ever offered.

Just look at the illustration.

First one blade gently lifts, then another blade cuts. And cuts closer than ever.

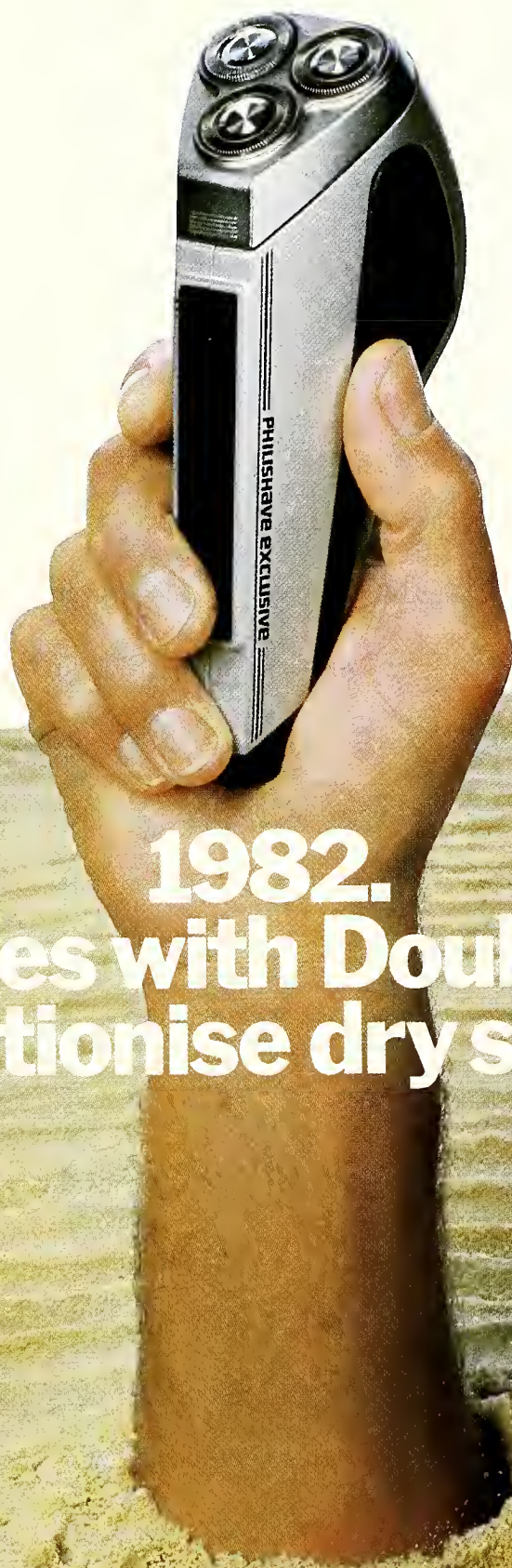
We've already launched **Philishave Double Action** throughout Europe and America.

And everywhere increased our market share.

We've even increased the sales of current **Philishave** on the back of new **Double Action**.



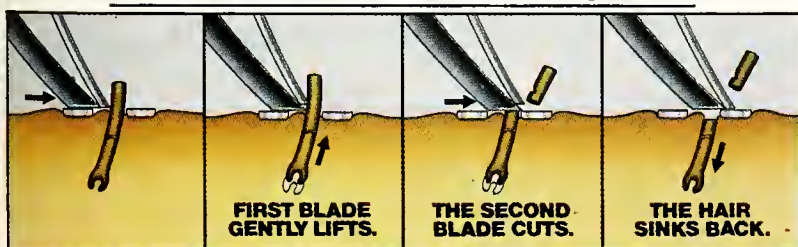
Philips. £20 million advertising the name



1982.

Twin blades with Double Action revolutionise dry shaving.

THE PHILISHAVE DOUBLE ACTION.



We'll be spending £2 million to launch Philishave Double Action this autumn.

It'll be the most intensive campaign ever to launch a new shaving system.

So stock up now and put your money on a winner.

And let Philishave's revolutionary Double Action revolutionise your profits.

Instead of shaving them.

PHILIPS



cologne sprays, 4 x 200ml body lotions and 2 x 142g body powders (trade ex VAT of £42.88). On the right the unit houses the 10ml cologne spray in Christmas gift pack (trade ex VAT, £26.40 for two dozen; rsp £1.95 per unit).

Gingham (3) is an Innoxia suggestion for Christmas. Eight individual items are available (£1.30-£4) and there are no box charges.

Cachet and Aviance will again be available in Christmas gift packing and the latest Matchabelli addition, Chimère, (4), will be available as individual items and coffrets (£1.95-£12.75).

An Envol Christmas coffret (5) is available from the French Quarter containing a 40g eau de toilette atomiser and 100g talc (£9.50).

During the Christmas selling period all Impulse variants will carry an attractive

To her



"With Love" hang card in bright blue featuring the Impulse butterfly and script lettering (6).



Bronnley have created Miss Courvoisier (1), a perfume and eau de toilette, to harmonise with their bathroom product range. Available are a 15ml and 25ml perfume (£8.95 and £14.95), a 55ml eau de toilette (£6.75) and a gift set (£10.75) containing a bottle of Miss Courvoisier perfume, a forget-me-not soap and a handkerchief.

A floral design is now featured on several products in the Cie range (2) and also on two new counter merchandisers. The merchandiser on the left features a selection of products including 12 x 30ml



SHAPE UP TO BODY & BATH

Introducing Goya's complete bath care range, Body and Bath.

With three original fragrances and three different colourways, co-ordinated to modern bathrooms.

This Christmas we've added moisturising Creme Bath to the range.

And they come in special gift packs too.

Goya's Body & Bath will be advertised in full colour in women's magazines from July to December.

All this, plus two million 10p off coupons between July and September.

So shape up to Body & Bath, it's a beautiful feeling.

Goya
**BODY &
BATH**

AFTER BATH LOTION · LUXURY FOAM BATH · FRAGRANT TALC · FRAGRANT BODY SPRAY · MOISTURISING CREME BATH · DUSTING POWDER
GIFT SETS · LUXURY FOAM BATH WITH TALC, AFTER BATH LOTION OR BODY SPRAY

Goya International, Badminton Court, Amersham, Bucks



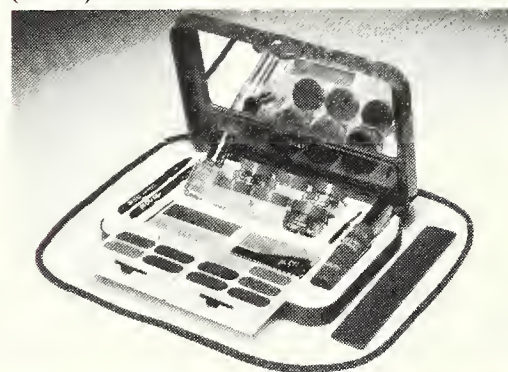
1 To her



Three cosmetic gifts kits are available from Pupa (4) — banquet (£7.95), le coffret (£19.95), bijou (£14.95) and synthesis (£5.85).

New from Richards & Appleby is a range of bath additives and toiletries. Called the Blue Collection (5), the range includes a 250ml bottle of satin creme bath, a 75g box of dusting powder, a boxed set of two cameo transfer-soaps and a 250ml bottle of satin hand milk. Packaging comprises soft shades of blue, with the cameo motif featured throughout. Prices start at £1.29 for the boxed cameo soaps to £1.99 for the dusting powder.

Beecham have 98ml gift cartons of Fenjal creme bath (6) and Rubinstein (7) a box of three 100g Apple Blossom soaps (£5.95).



Two Christmas packs are available for Sally Hansen products (1). One contains a nail colour trio (£1.75) — poppy glaze, clear and pink shimmer and the other a treatment trio of nail conditioner, nail and cuticle massage cream and supershine (£2.55). Nail clippers, pocket knife and pocket fill are available as stocking fillers.

The Goya Snowhut (2) containing lily of the valley and rose perfumes is another seasonal suggestion (£1.50 each). Trade packs of 12 are supplied.

Christmas gift sets will be available in the four Limara fragrances (3). Comprising a body spray, foam bath and soap the sets come packed four to an outer — one of each fragrance — (£8.73) and will be available for delivery from September. Trade price is £26.19 per dozen and rrp £2.99.



FOR ROMANTICS

FINE FLORAL FRAGRANCES

Goya
English Classics
FINE FLORAL FRAGRANCES
English Toilet Water Talcum Powder & Fine Soaps

Goya present their new range of fine, quality fragrances. English Classics.

Three traditional floral fragrances from the romantic era, Black Rose, Gardenia and Blue Moss.

They've all been given delicate, feminine packaging, which captures today's romantic mood, and makes an ideal gift.

And with classic fragrances that you would expect from a truly English fragrance house.

Each fragrance comes in a range of three products: English Toilet Water, Fine English Soaps and Scented Talcum Powder.

And more. There's a delightful merchandiser which takes the complete range.

Goya English Classics put romance into fragrances.

Goya International, Badminton Court, Amersham, Bucks.

Goya
English Classics

To him

Christmas wrapping is again available this year for Cedar Wood (1). The aftershave lotion and talc coffret retails for £3.25 and aftershave and talc, £2.25.

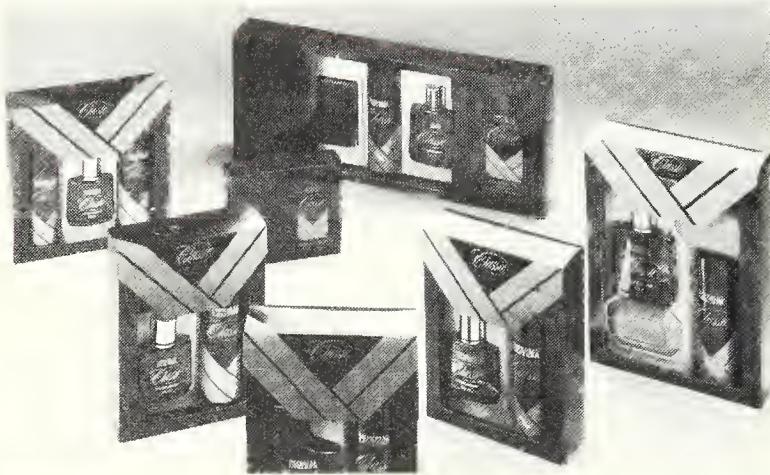
Monsieur Houbigant musk also comes in a gift set (2) comprising 100ml aftershave and 100g toilet soap (£13.50).

Fabergé have launched a range of five Brut 33 Musk products (3). They are: aftershave (100ml, £2.35), deodorant (200ml, £1.45), antiperspirant (150ml, £1.45), talc (125g, £1.25) and splash-on (100ml, £1.95). National Christmas advertising will support Brut 33 and the Imperial Leather gift set range of five will again be available (£0.99-£1.65). Three additions have been made to the Classic gift sets (4) with updated pack design (£1.60-£5).

£1m will be spent promoting Old Spice with television advertising, counter merchandisers and several new gift packs. Shown (5) are (top left) a gift set with aftershave lotion, talc and stick deodorant (£4.65), a further gift set (top right) contains aftershave lotion, talc and aerosol deodorant (£5.99), a new executive traveller (bottom left) in vinyl containing aftershave lotion, stick deodorant and talc (£6.75) and (bottom right) priced below £3, a gift set of aftershave lotion and aerosol deodorant (£2.99). Six of the nine gift sets are priced at under £3.



Finally, for Denim (6) five coffrets are available containing combinations of talc, soap-on-a-rope, aftershave, anti-perspirant and deodorant bodyspray (£2.99-£5.89). The new addition Denim Musk will be available in an aftershave and talc coffret (£3.99).





What's Christmas without the tree?

This year the Cedar Wood tree comes in even more exciting Christmas packs.

And there are two fresh additions to the range—Deodorant Body Spray and Body Shampoo. Backed by a great national press advertising campaign, they'll sell fast not only at Christmas but throughout the year.

So get your Cedar Wood stocks in now!

AFTER SHAVE · PRE ELECTRIC SHAVE · COLOGNE · SOAP ON A ROPE · TALC FOR MEN
 BODY SPLASH · ANTI-PERSPIRANT SPRAY · ANTI-PERSPIRANT STICK
 DEODORANT BODY SPRAY · BODY SHAMPOO · GIFT PACKS · AFTER SHAVE AND
 TALC OR BODY SPLASH AND TALC.

Goya International, Badminton Court, Amersham, Bucks.

CEDAR WOOD

To junior

December period. Aimed at children from 6 upwards, products available include a boxed set of two transfer soaps (approx price £1), pocket bubble bath and talc (both £0.99), and gift sets containing the two soaps and bubble bath and two soaps and the talc for £1.99. Other character lines available include Victoria Plum, Paddington Bear and Woofits.

With babies (especially the Royal kind!) very much in mind the Cussons baby powder set (2) has been renamed Bandstand (£2.20) and has a revised pack design with modern pack graphics.

Grossmith have introduced a Nursery Rhyme carousel (3) holding five transfer soaps and a baby sponge (£2.25) and there are Christmas tree bubble baths each containing 2 sachets of bubble-bath (£0.30).

For the boys, Matchbox vehicle-shaped soaps (4) are available individually (£0.35) or in a soap car transporter containing three (£1.05). The single soaps are available in a display outer holding three dozen.

The girls haven't been forgotten either. A fragrance range, Mary, is now available (5) comprising a soap and talc gift set (£2.49), soap trio (£2.25), cream bath (£1.99) talc (£1.85) and bath grains (£1.85).

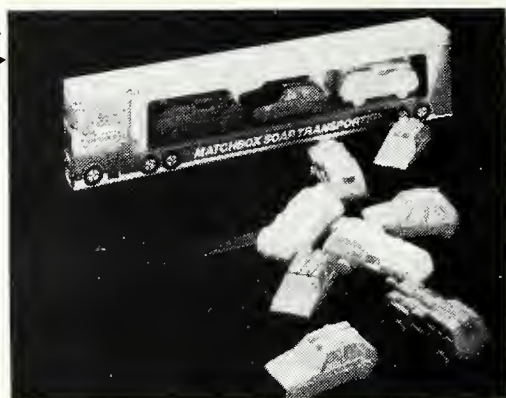
Norton have 44 new lines for Christmas and say they have reduced the prices of 16 existing lines and held the prices of a further 59 lines. Snoopy and Woodstock soaps (6) are again available (rsp £2.55, trade price per pack of six £8.88) and there are Snoopy soccer, tennis and golf ball soaps (rsp £1.75, £1.99 and £1.75; trade: packs of 12, £12.20, £13.85 and £12.20 respectively). Wrapped soaps with assorted captions and drawing are also available (rsp: £0.39; trade: pack of 24 £5.50). Delivery date is September 1.

The toiletry market is proving year after year to be a handy stocking filler for the kids, although products such as Snoopy continue to appeal to all ages.

It is this sector where many impulse purchases are made by doting aunts and grannies and the choice of ranges available continues to be impressive.

Old favourites such as Paddington Bear remain available but new additions such as Victoria Plum (based on the books written by Angela Rippon) and Danger Mouse ensure the market is in touch with what the kids are reading and watching on television.

Danger Mouse (1) is the latest cartoon character range of toiletries to be unveiled by Richards & Appleby and to boost Christmas sales there will be thirty episodes of the TV series in the October-



FOR THE PAINFUL SHY

Some customers are too shy to talk about haemorrhoids and anal irritation.

The three established ANUSOL presentations – Cream, Ointment and Suppositories – now have new eye-catching packs and are available for self-selection.

Merchandise ANUSOL in your self-selection medicines area to maximise the product's potential.

Good news for the Pharmacy, as well as for the painful shy.

WARNER

part of the Warner-Lambert Group

good products for you and your customers



ANUSOL TECHNICAL INFORMATION

Composition

ANUSOL Cream – Each 100g of cream contains: Bismuth Oxide 2.14g, Balsam Peru BPC 1973 1.80g, Zinc Oxide PhEur 10.75g

ANUSOL Ointment – Each 100g of ointment contains: Bismuth Oxide 0.87g, Bismuth Subgallate BP 2.25g, Balsam Peru BPC 1973 1.87g, Zinc Oxide PhEur 10.75g

ANUSOL Suppositories – Each 2.8g suppository contains Bismuth Subgallate BP 59mg, Bismuth Oxide 24mg, Balsam Peru BPC 1973 49mg, Zinc Oxide PhEur 296mg

Indications

ANUSOL Cream and ANUSOL Ointment provide antiseptic, astringent and emollient properties which help to relieve discomfort associated with minor ano-rectal conditions. ANUSOL Cream also provides lubricating properties for use with suppositories. Indicated for the symptomatic relief of

uncomplicated internal and external haemorrhoids, pruritis ani, proctitis and fissures. ANUSOL Suppositories provide antiseptic, astringent and emollient properties which help to relieve discomfort associated with minor ano-rectal conditions. Indicated for the symptomatic relief of uncomplicated internal haemorrhoids and proctitis.

Dosage

Cream and Ointment

Adults

Apply to the affected area at night, in the morning and after each evacuation until the condition is controlled. Thoroughly cleanse the affected area, dry and apply cream or ointment. ANUSOL ointment should be applied on a gauze dressing. ANUSOL cream is prepared in a vanishing cream base and may be gently smoothed into the affected area without the need to apply a gauze dressing. For internal conditions use rectal nozzle provided, and clean it after each use.

Not to be taken orally

Children

No dose recommended

Suppositories

Adults

Remove foil wrapper and insert one suppository into the anus at night, in the morning and after each evacuation. Not to be taken orally

Children

No dose recommended.

Contra-Indications, Warning etc

Rarely, sensitivity reactions. Patients may occasionally experience transient burning on application, especially if the anodermis is not intact. ANUSOL is contra-indicated in patients with a history of sensitivity to any of the constituents.

Legal Category

GSL

Package Quantities

ANUSOL Cream – Tubes containing 23g

ANUSOL Ointment – Tubes containing 25g

ANUSOL Suppositories – Packs containing 12 foil wrapped suppositories

List price to pharmacy (per dozen ex VAT): Cream, Ointment, Suppositories, £7.305, £7.005, £7.435.

Product Licence Holder

William R. Warner and Co. Ltd., Usk Road, Pontypool, Gwent, NP4 0YH

Product Licence Numbers

ANUSOL Cream 0019/0040

ANUSOL Ointment 0019/5002

ANUSOL Supps 0019/5001

* Trade mark RB1106

A SPECIAL ANNOUNCEMENT FROM THE MAKERS OF SEVEN SEAS COD LIVER OIL.

As a result of the recent national publicity on Cod Liver Oil, you will be receiving enquiries from customers about the use of Cod Liver Oil as a dietary source of eicosapentaenoic acid (EPA), this being an omega-3 series fatty acid of importance in the body metabolism.

Seven Seas Health Care Ltd have been closely linked with the research in this specialised field and have supplied the special EPA enriched oil used in the recently published Lancet paper (Ref 1).

Swig fish oil and live, say doctors

ANYONE worried about their heart and arteries should try a daily dose of doctors and scientists at

Seven Seas Cod Liver Oil contains 10% of EPA, and has been shown to be an effective source of this factor, (Ref 2), but it has also a specially reduced level of Vitamins A and D compared to the BP product.

This enables two teaspoons of Cod Liver Oil a day to be taken, together with a safe intake of vitamins.

Cod liver oil could be clue to longer life

For customers wishing to take Cod Liver Oil as a dietary source of EPA recommend Seven Seas, the high EPA-reduced Vitamins A and D product.

COD LIVER OIL HELPS THE ARTERIES

For the details contact: Terry Simpson: Seven Seas Health Care Ltd., Marfleet, Hull, 0482-75234

Ref 1: "Effect of Fish Oil on Platelet Kinetics in Patients with Ischaemic Heart Disease," Hay, CRM, Durber, AP, Saynor, R, The Lancet, June 5, 1982, pp 1269-1272.

Ref 2: "Effect on Blood Lipids and Haemostasis of a Supplement of Cod Liver Oil Rich in Eicosapentaenoic and Docasahexaenoic acids, in Healthy Young Men," Sanders, TAB, Vickers, Marguerite, & Haines, AP, Clinical Science (1981) 61, pp 317-324.



SEVEN SEAS

SEVEN SEAS HEALTH CARE LTD
MARFLEET, HULL, 0482-75234.

LETTERS

NPA campaign: an added burden?

The publicity about our proposed corporate advertising campaign has stimulated a good deal of interest. In particular many pharmacists have written to tell us what they think of the idea, and the comments have invariably been approving, encouraging or constructively helpful.

The only exception is the following letter from an NPA member in Northampton who has given me permission to quote him verbatim: — "I shall not pay one penny in an attempt to encourage the Great British Public to place an even greater burden upon me than they already do!"

I shall be interested to discover, through your correspondence columns, what your readers think of our scheme which, if it is successful, will certainly cause more people to seek advice from their pharmacist about medicines and family health.

Tanya Turton

Press officer

National Pharmaceutical Association,
St Albans, Herts

Pharmacin safety

The discussions concerning the choice of the title "Pharmacin" — and its price, profit, discounts, etc — are unimportant in comparison with this argument: Is the preparation safe?

Surely most of us have observed how a moistened gelatin capsule softens, expands and bursts, releasing its contents in a short concentrated burst over a small area. How, then, knowing that aspirin causes ulceration of mucous membranes, can any self-respecting pharmacist keep in stock, let alone recommend, such an abominable preparation?

In recent years, the counter-prescribing role of the pharmacist has been whittled away steadily until he has become little more than a mindless relayer of advertising blurb. Here is an opportunity to demonstrate that we do indeed still have minds of our own — that we are not just insignificant cogs in the great money-making machine, but people to be treated with respect.

Pharmacin — who needs it?

David M. Oates

London E7

Mr H. Rose, technical director of Optrex Ltd, replies:- "During the extensive formulation studies and trials that were involved in the development of

Pharmacin, particular attention was paid to the need for rapid and reliable disintegration and dissolution. A tablet disintegrant is included in the loosley compressed plug to ensure that disintegration begins as the capsule ruptures. The initial swelling of the contents assists the mechanical bursting of the capsule. Indeed, the gelatin shell actually prevents immediate contact with the mucosa until disintegration is under way.

"We vigorously refute the suggestion that aspirin capsules are less safe than tablets and it should be borne in mind that safety will have been a prime consideration of the DHSS in granting a full product licence for Pharmacin.

"Although Pharmacin is unique as the only proprietary aspirin capsule in the UK, it is not a new dosage form. Aspirin capsules are widely used in the United States and a monograph appears in the USP.

"We would be happy to supply pharmacists with details of the formulation and development studies on Pharmacin and to discuss with them any aspect of the product information, if they would care to write to us."

Patronising

I refer to the alleged comments by Professor Rosalinde Hurley, chairman of the Medicines Commission, reported in *C&D* June 19.

After having referred back to the local medical practice, the umpteenth prescription for correction of overdoses, incomplete directions, missing signatures, drug incompatibilities, etc, etc, I just wonder what planet of the solar system certain of the medical hierarchy live on.

Regarding the allegations of commercial bias, I would suggest that an investigation be made of the prescribing habits of dispensing doctors before allegations of that nature are made about pharmacists. How much longer do we have to put up with this kind of patronising nonsense from members of the medical profession?

Country Cousin

'Day' — D

Another product has emerged bearing the suffix "D." This time it means "daily" in contrast with the established use to indicate "diabetic" and then by another manufacturer to mean "decongestant."

Does not the granting of a product licence also relate to the title and if so surely some standard is indicated? Or may we look forward to D for dyspepsia, diagnostic, drowsiness, diuretic, dandruff, dermatitis, dehydration, dental, dysphagia, dysentery ad nauseam!

D.F. Kirk
Gillingham

Discount inquiry

I note your editorial last week was headlined "Honest policy." Honest policy is what all of us want and what all of us would expect from our fellow pharmacists.

We should not forget, however, that it is barely three years ago that all we received from the Department of Health was anything but honest policy.

Governments come and go, and Ministers come and go, but the Civil Service goes on for ever. So while we all want honest policy, let us not be too hasty in condemning those who are reluctant to participate in a discount inquiry.

They are only too aware that anything they may say or do may be distorted out of all recognition, and used in evidence against them by a government department which is looking for any method at its disposal to cut the drug bill.

Laurie Evans

Southampton

We are sure caution is well advised, but the whole basis of the present system is the establishment of true costs through inquiry into representative actual cases. Remember that the inquiry has been agreed by PSNC, which will also have a say in how the findings are interpreted. The alternatives are between true cost and guesstimates being applied — and the latter may not necessarily be favourable, particularly to the smaller contractor, — Editor.

Equal treatment

The flexing of DHSS muscles in the discount inquiry shows once again the different approach that they apply to the pharmaceutical and medical professions. Unless the response to the inquiry is considerably improved and "in view of the Department's accountability to Parliament," the Department would be expected to exercise its discretionary powers.

Where have we seen the same pressure applied for the accountability of dispensing doctors? Why do we continually see pressure on pharmacists to ascertain accountability over the whole range of pharmacist's activities, and a complete disregard for obtaining the same information on doctor dispensing? The Government has persistently failed to undertake inquiries into doctor dispensing costs. Why hasn't the DHSS used its discretionary powers? Is there a different law for doctors?

I agree that we should openly supply our discounts for accountability. The RPA is anxious only that the profits and payments are equitable and just to both professions, based on costs and professional competence.

John Davies,

Secretary, Rural Pharmacists Association, Wiveliscombe, Somerset.

PRESCRIPTION SPECIALITIES

Continued from p10

Effercitrate tablets

Manufacturer Typharm Ltd, 45 East Street, Blandford Forum, Dorset

Description White, circular, effervescent tablets each containing citric acid 1140mg and potassium bicarbonate 1390mg. In solution each tablet provides the citric acid and potassium citrate content of 5ml potassium citrate mixture BPC

Indications Cystitis

Dosage Adults and children over six — two tablets in a tumblerful of water up to three times daily. Children from one to six — one tablet in a tumblerful of water up to three times daily

Precautions Each tablet contains 13.9mmol potassium and care should be taken to prevent hyperkalaemia particularly in patients with impaired renal function

Side effects In common with other potassium salts Effercitrate may give rise to gastric irritation and the tablets must always be taken well diluted with water. Gastric effects may be minimised by giving doses with or after meals

Pharmaceutical precautions The tablets are hygroscopic and should be dispensed in the original containers which include a desiccant and should be kept closed

Packs Tube of 12 tablets (£1 trade)

Supply restrictions Pharmacy only.

Issued July 1982

Synalar dilutions

ICI Pharmaceuticals are extending the Synalar range by introducing 1 in 4 and 1 in 10 dilutions of Synalar cream. The preparations are white, water-miscible creams containing 0.00625 per cent and 0.0025 per cent fluocinolone acetonide respectively.

The dilutions are for milder forms of the conditions for which Synalar cream is indicated, for maintenance therapy when control has been achieved with Synalar, for use under occlusive dressings and for paediatric dermatology. They are available in 50g tubes at trade prices of £1.42 for the 1 in 4 and £1.35 for the 1 in 10. Shelf-life is two years.

The 5g tube of Synalar Forte cream has been replaced by a 15g tube (£4.58 trade). *ICI Pharmaceuticals Division, Alderley Park, Macclesfield, Ches SK10 4FT.*

Floxapen 1g vial

Beecham are bringing out a 1g Floxapen vial at a trade price of £18.22 for a pack of five. *Beecham Research Laboratories, Beecham House, Brentford, Middlesex TW8 9DB.*



A new range of high density plastic packs have been developed for Brufen and Brufen 400 will be phased in over the next few months as stocks of the current packs are exhausted. Especially designed to increase ease of opening for pharmacists, the packs will all take child proof caps such as the Clic-Loc

Evans offer and new additions

The Evans promotional offer carried in this week's edition contains an incorrect pack size for paraffin soft yellow BP. The correct pack size should be 500g at a special price of £1.10.

The company have added several new generics to their range. Bendrofluzide 5mg tablets (1,000 £2.95) are white, uncoated and marked on one side with a large "5" above the breakline and a smaller "248" code number below. Penicillin VK tablets 250mg (1,000, £10.95) are orange, film-coated and marked on one side with "250" above the breakline and "258" below.

Two strengths of thyroxine tablets have been introduced: 50mcg (1,000 £1.50) marked "50" above the breakline and "243" below; 100mcg (1,000 £1.53) marked "100" above and "244" below. All the tablets have the Evans logo embossed on the other side.

Three topical hydrocortisone preparations have been added — 0.5 per cent cream (£0.44), 1 per cent cream (£0.50), and 1 per cent ointment (£0.50) — all in 15g tubes. Finally two strengths of penicillin V elixir: 125mg/5ml (£0.40), and 250mg/5ml (£0.62) both of which come as granules for reconstitution with water to make 100ml syrup. All prices are trade. *Evans Medical Ltd, 891 Greenford Road, Greenford, Middlesex UB6 0HE.*

Melleril packaging

Blister packs of the 100 tablet size of all strengths of Melleril are being introduced. Blue/grey polypropylene bottles will be phased in for the 1,000 and 5,000 packs *Sandoz Products Ltd, PO Box Horsforth No 4, Calverley Lane, Horsforth, Leeds LS18 4RP.*

Fluvirin ready soon

Fluvirin aqueous influenza vaccine will be available from the beginning of August.

Each 0.5ml dose will contain 10mcg of the purified surface antigen of each of the following strains: A/Bangkok/1/79 (H_3N_2); A/Brazil/11/78 (H_1N_1); B/Singapore/222/79 — like strain. This formulation is identical to the 1981/82 formula. Trade prices are: 0.5ml syringe £2.60, and 5ml vial £24.80. *Duncan Flockhart & Co Ltd, 700 Oldfield Lane North, Greenford, Middlesex UB6 0HD.*

Nolvadex-D

ICI are introducing Nolvadex-D tablets (30, £15.26 trade) containing 20mg tamoxifen. The tablets are white, with a distinctive octagonal shape, and are embossed with "ICI" on one side and the product name on the reverse. The higher strength enables a once daily dosage scheme to be followed but the 10mg tablets are still available. *ICI Pharmaceuticals Division, Alderley Park, Macclesfield, Ches SK10 4TF.*

Category change

The legal categories of some of Janssen's miconazole products have been amended to bring the products into line with similar anti-fungal preparations.

All the Gyno-Daktarin range — pessaries, cream, combipack and tampons — are being changed from P to POM and Daktarin oral tablets are also going from P to POM. However the topical miconazole products, Daktarin cream, powder and Brentan cream, remain Pharmacy Only as does Daktarin oral gel. *Janssen Pharmaceuticals Ltd, Janssen House, Marlow, Bucks SL7 1ET.*

Extra Applirules

Reckitt & Colman wish to point out that the number of Applirules supplied with packs of Percutol glyceryl trinitrate ointment may be inadequate for patients using a low dosage.

There are approximately 30 inches of ointment per tube and 40 Applirules. Some doctors are using a dosage of half an inch per application and in these cases the patients may run short of Applirules. The company intends to increase the number of Applirules per pack in the near future but in the meantime extra supplies are available from the company free of charge by telephoning 0482 26151 and asking for sales administration. *Reckitt & Colman Ltd, Dansom Lane, Kingston-upon-Hull HU8 7DS.*

Chemist & Druggist 3 July 1982

FISONS plc — PHARMACEUTICAL DIVISION

DERBY ROAD, LOUGHBOROUGH. TELEPHONE: (0509) 263113

Chemist UK Price List (Retail and Wholesale)

PRICE INCREASES MARKED • OPERATIVE ON GOODS ON OR AFTER JULY 2nd 1982

Product		Prod. Code No.	Rec. / Fixed Retail Selling Price each incl. VAT	MBU Dozs.	Points Value per MBU	Rec. Trade Price per doz. exc. VAT	Price per doz. (exc. VAT) relevant to the total points value of the complete order					VAT Rate %
							Points 100-200	Points 201-650	Points 651-1500	Points 1501-2000	Points 2001+	
PROPRIETARY PRODUCTS												
BENGERS FOOD METRIC PACK		250G	1670	0.89	6/12	3	8.61	8.18	7.96	7.84	7.75	ZERO •
		500G	1690	1.50	3/12	3	14.29	13.58	13.22	13.00	12.86	ZERO •
		1KG	1700	2.40	1/12	1	23.04	21.89	21.31	20.97	20.74	ZERO •
*BILE BEANS	P	MEDIUM	1320	0.48	1	2	3.83	3.64	3.54	3.49	3.45	15 •
	P	FAMILY	1330	0.94	6/12	2	7.02	6.67	6.49	6.39	6.32	15 •
*COJENE TABLETS	PCDI	35	2240	0.99	1	5	7.59	7.21	7.02	6.91	6.83	15 •
*CYSTOPURIN TABS	P	40	2320	0.80	1	4	6.74	6.40	6.23	6.13	6.07	15 •
	P	80	2330	1.35	3/12	1	9.89	9.40	9.15	9.00	8.90	15 •
*GENASPRIN TABS	P	100	2430	0.85	3/12	1	5.88	5.59	5.44	5.35	5.29	15 •
ROSKENS HAND CONDITIONER		45G	7810	0.58	1	4	4.38	4.16	4.05	3.99	3.94	15 •
		100G	7890	1.05	1	7	8.05	7.65	7.45	7.33	7.24	15 •
*SANATOGEN POWDER ORIGINAL	GSL	4 OZ	1110	1.30	6/12	4	10.36	9.84	9.58	9.43	9.32	15 •
	GSL	8 OZ	1120	2.30	3/12	3	18.66	17.73	17.26	16.98	16.79	15 •
	GSL	1 LB	1130	3.95	1/12	2	32.91	31.26	30.44	29.95	29.62	15 •
	GSL	2 LB	1140	6.95	1/12	4	57.03	54.18	52.75	51.90	51.33	15 •
*SANATOGEN MULTIVITAMINS	GSL	30	3600	1.25	1	6	9.00	8.55	8.32	8.19	8.10	15 •
	GSL	60	3610	2.30	6/12	5	16.19	15.38	14.98	14.73	14.57	15 •
	GSL	120	3620	3.75	3/12	4	26.38	25.06	24.40	24.01	23.74	15 •
*SANATOGEN MULTIVITAMINS + IRON	GSL	30	3640	1.25	1	6	9.00	8.55	8.32	8.19	8.10	15 •
	GSL	60	3650	2.30	6/12	5	16.19	15.38	14.98	14.73	14.57	15 •
	GSL	120	3660	3.75	3/12	4	26.38	25.06	24.40	24.01	23.74	15 •
*SANATOGEN JUNIOR VITAMINS	GSL	30	3680	0.82	1	4	5.59	5.31	5.17	5.09	5.03	15 •
	GSL	100	3690	1.90	3/12	2	13.27	12.61	12.27	12.08	11.94	15 •
SANATOGEN VITAMIN C TABLETS		30	3710	0.74	1	3	4.90	4.66	4.53	4.46	4.41	15 •
		100	3720	1.85	3/12	2	12.75	12.11	11.79	11.60	11.47	15 •
SANATOGEN VITAMIN E TABLETS		30	1900	0.95	1	6	7.02	6.67	6.49	6.39	6.32	15 •
SANATOGEN HIGH C		10	2020	0.69	10/12	5	5.24	4.98	4.85	4.77	4.72	15 •
*ZAM-BUK OINTMENT	GSL	MEDIUM	1520	0.50	1	2	3.60	3.42	3.33	3.28	3.24	15 •
VAPEX INHALANT	GSL	14ml	8000	0.64	1	4	4.52	4.29	4.18	4.11	4.07	15 •

ABBREVIATIONS USED IN THIS PRICE LIST

POM — Subject to control under the Medicines (Prescription Only) Order 1977
 GSL — Subject to control under the Medicines (General Sales List) Order 1977
 P — Pharmacy Only Product
 CDI — Subject to control under the Misuse of Drugs Act 1971 but exempt from restriction under the Regulations except that invoices are required to be kept for 2 years

NOTE

DP
 MBU
 VAT

— Products not categorised as above are not medicinal products
 — Dispensing Pack
 — Minimum Buying Unit
 — Value Added Tax
 — Products marked thus in the price list are subject to fixed retail prices
 — Revised Prices

This price list comes into operation on 2nd July 1982 and cancels all previous lists relating to these products.

HYGICARE®

NEW!

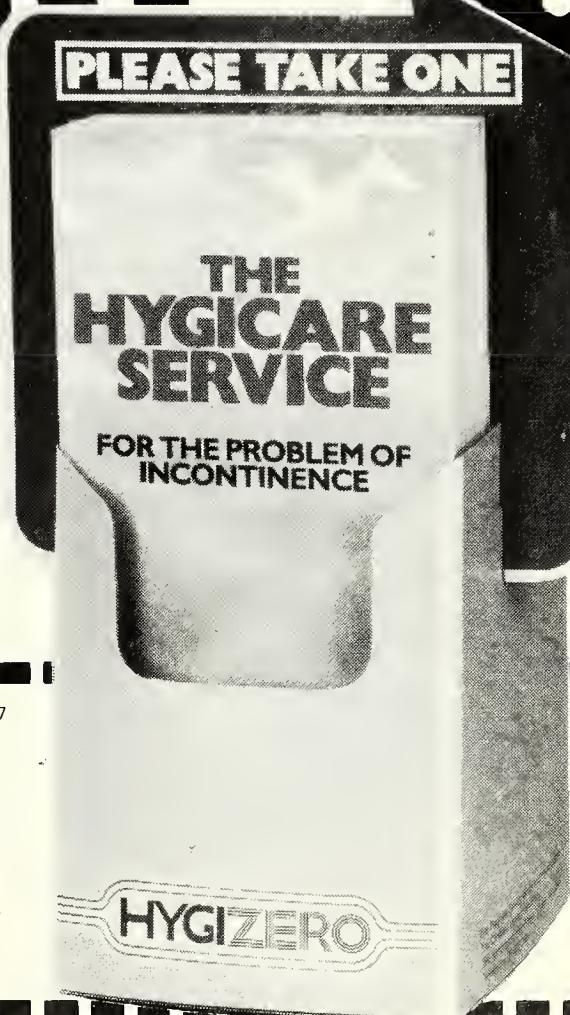
FOR THE PROBLEM OF INCONTINENCE

Serve the needs of those suffering from incontinence by becoming a Hygicare Agent. You do not have to carry stock. Your local pharmaceutical wholesaler will supply all the Hygicare products featured in the brochure on a 24 hour delivery service.

Display the Hygicare window sticker, feature the attractive Hygicare dispenser complete with comprehensive brochure and ordering form and you will be offering a most important service to the community.

Your margins and your market are secure.

Let Hygicare help you to help them.



Please send me further details of the Hygicare Service.

CD3/7

Name _____

Address _____

Tel. No _____

HYGI ZERO

Undercover Products (Int) Ltd., Queensway
 Industrial Estate, Wrexham, Clywd. Tel: (0978) 53535

Sangers Agencies are still struggling

The Sangers Group plc are continuing to trade at a loss after the sale of their British pharmaceutical wholesaling division. This is because of the unexpectedly poor performance of Sangers Agencies is combining with central costs to wipe out the profit contribution of Sangers Photographics and the Northern Ireland operations. The group reported a £2.9m trading loss in the year to February 8 with Sangers Agencies contributing £887,000 to this. Additional extraordinary costs of £2.5m resulted mainly from the 500 redundancies after the wholesaling closures.

Sangers Agencies had been thought by the company and trade to be operating successfully but, said chairman Mr John Briggs, "As a result of inaccurate management information from Sangers Agencies, a seriously deteriorating situation was not disclosed until January.

"The losses arising from Sangers Agencies combined with central costs still exceed the profits made by the rest of the group.

"Our first task must be to complete the rationalisation programme already instigated by chief executive, Mike Flinn. The board and management will then be well placed to improve the operating performance of the group's existing business and to rebuild thereon by acquisition. Only when the revenue reserves have been re-established can dividend payments be resumed."

The Agencies loss of £887,000 compares with £24,000 last year, while sales increased to £2.19m.

Recovery in doubt

Mr Nick Hodges was replaced as managing director by Mr Stewart Ritchie (formerly a managing director of Barclays) in May, although he is still with the company. Ways of stemming the continuing losses of the agencies are being urgently considered with positive results required by the board in a relatively short time. Mike Flinn told *C&D*: "The patient is stable but whether he will recover or remain a paraplegic, we don't know."

Both the photographic and the Northern Ireland divisions made significant profit contributions of £240,000 and £412,000 on sales of £14.42m and £22.87m respectively. The profit was down by 57 per cent (photographic) and 21 per cent (NI division-agency and wholesale).

Mr Frank Hatton, a member of the main board and managing director of Sanger Photographic told *C&D*: "We

have been through a toughish time with the competition often selling at below cost. We were nicely into profit in the first quarter and expect the second to be even better." Mr Briggs approved of Mr Hatton's policy of maintaining satisfactory margins in the face of cut-throat opposition. The Image voluntary trading group launched last year is performing well and expected to go on doing so.

Mr Hatton said they might even look at D&P "if the opportunity was really good." He thought the Kodak disc camera to be launched in the UK shortly would be the photographic "item of the decade."

Mr Briggs said Castlereagh Agencies

might become more "forceful in supplying hospitals." Mr J.D. Pollock, the director responsible, told *C&D*: "We're not really in hospitals. We supply ethicals only and would like to get into disposables and dressings, in fact every facet of hospital supply."

Mr Tom Whyte, a major shareholder with a 15.1 per cent stake joined the board as a non-executive director on March 30 at the time Mr Briggs replaced Mr G.H.J. Robinson as chairman and Mr Mike Flinn was appointed chief executive. He told *C&D*: All we can do is try to maintain a good profitable standing. Previously we have not been too successful.

"But for Mike Flinn we would have been 'down the tubes.' He did what he had to do. Half was lost but then he saved half."

The trading loss and extraordinary items combined reduced the reserves by £5.45m and eliminated the group's balance on distributable reserves, now in deficit by £209,000. No dividend is thus recommended.

The group is seeking to raise its borrowing powers at an extraordinary general meeting on July 29 from £5.17m to £7.76m.

Script profit halved in 7 yrs, says Boots

Boots retail division currently estimate that profit on their dispensing business, expressed as a proportion of sales, is now only about half the figure of seven years ago. The company dispensed an average of one million NHS prescriptions per week over the past year, increasing their market share slightly despite the closure of a number of smaller branches. Overall, however, 19,000 sq m of Boots' selling space was added during the year, giving a total of 460,000 sq m, or 60 per cent more than eight years ago.

Investment funds as a whole are to some extent now being directed away from the building of further new shops, in favour of other projects designed to improve efficiency, such as a new warehouse to be built at Beeston. Service charges and the cost of public utilities are said to now make it very difficult to find profitable new retail schemes.

UK sales for the whole of the retail division (including Timothy Whites) were up £102.6m to £1,237.3m, but trading profit in the UK declined from £79.6m to £65.9m. Like most retailers Boots have suffered poor trading conditions throughout the year, including high interest rates and a drop in the real level of disposable income. Exceptionally severe weather over the vital Christmas period also damaged sales, particularly in the gifts sector. Given these difficulties it is felt by the company to be "somewhat surprising" that retail sales have held up so well in volume terms.

For the year as a whole, Boots the Chemists counter sales increased by 8 per cent — of which 2 per cent was real

growth and 6 per cent price inflation. The rate of inflation of Boots' own prices "virtually halved" during the year, from over 9 per cent in April 1981 to less than 5 per cent this March.

This 6 per cent figure represents about half the increase in the national retail prices index. Reacting to intense competition on the High Street, Boots have restrained their own price increases, say the company. In photographic processing, for example, the company is said to have recaptured market share lost in the previous year — but only at the cost of a significant reduction in profit margin.

Despite the increase in counter sales, Boots were able to reduce the number of shop staff employed by some 3 per cent. This improvement in productivity follows similar gains in the two preceding years, they say.

Full accounts for the retail division (*C&D* June 5, p1056) show turnover increased from £1,209m to £1,336m, but trading profit down 17.4 per cent from £77.2m to £63.8m.

Cow & Gate close 'Profile' division

Cow & Gate are currently closing down the experimental division which they set up last year in an attempt to allow diversification beyond the company's baby-food base. Cow & Gate's Dutch parent company, Nutricia, have made the decision that Cow & Gate should return to concentrating on their traditional baby-

food market.

Cow & Gate's first venture under the experimental scheme was Profile meal replacement drink, launched in the UK in April with test marketing in the London and Anglia regions. Profile has suffered from the general decline in this market — company estimates suggest that sales in this sector may have fallen by as much as 50 per cent in the past year — and volume sales are now no longer thought to justify continued marketing of the product in the UK.

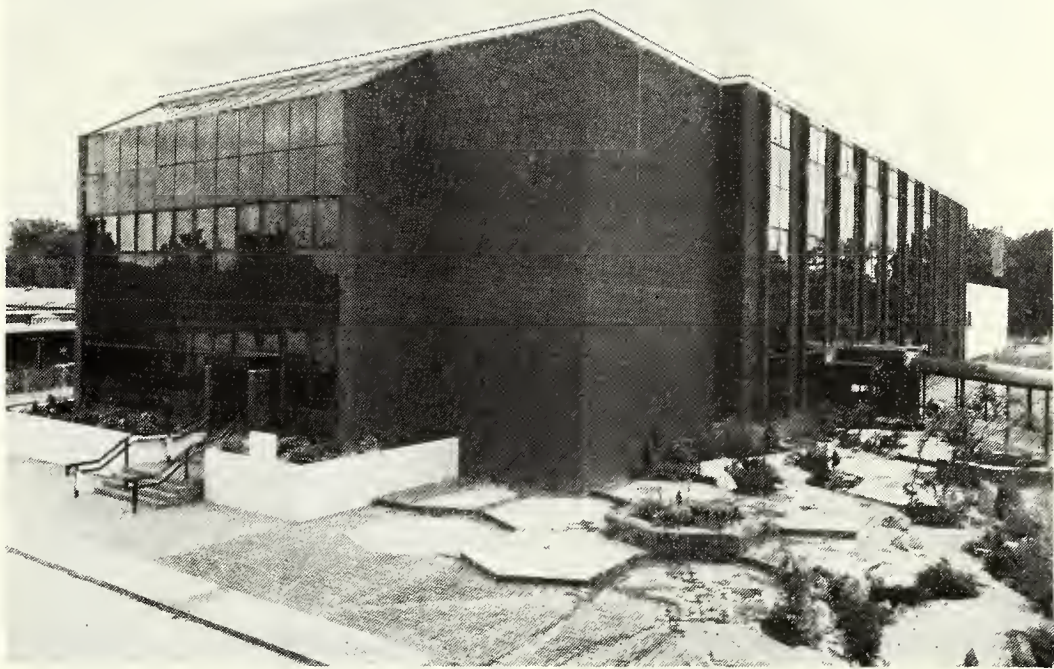
New neuromuscular drug from Wellcome

Wellcome Foundation Ltd are hoping to launch a novel neuromuscular blocking drug, atracurium, in about a year's time.

Research into this and other new compounds was described during an open day at Wellcome's new £10m medicinal chemistry laboratories in Beckenham, Kent, officially opened by the Prince of Wales last week.

Atracurium is a short-acting, non-depolarising muscle relaxant with an in-built "self-destruct" mechanism so it does not depend on liver and kidney functions for its inactivation. Intubation of the trachea during surgery can be carried out within two minutes with doses that do not

These £10m medicinal chemistry laboratories at the Wellcome Research Laboratories site in Beckenham, Kent, were opened recently by the Prince of Wales. The complex provides 18 laboratory modules for the synthesis of pharmaceutical and veterinary compounds



cause cardiovascular side effects. It can therefore be used regardless of the clinical state of the patient and promises to be particularly useful in elderly patients with slow circulation or those with renal

failure. It has also been given during Caesarian section without affecting the infant. Clinical trials carried out so far

Continued overleaf

PSST!

Remember
the spray
when you
order
the rub.



ORDER NOW!

CHEMIST & DRUGGIST

Directory 1982

Your year-round reference guide to the
pharmaceutical industry

U.K. £27 per copy. Overseas £29 per copy
BENN PUBLICATIONS LTD, UNION HOUSE, FRIDGE ROAD,
TUNBRIDGE WELLS, KENT TN4 8HE

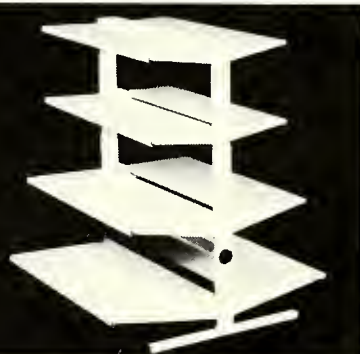
ORALCER

SLOW RELEASE PELLETS FOR MOUTH ULCERS

NOT A GEL — NOT A PASTILLE — BUT PELLETS
that slowly release 2 Active ingredients at site of ulceration

VITABIOTICS LTD, 122 Mount Pleasant Alperton Mddx. 01-903 5541

SPUR® WHITE STEEL GONDOLA UNITS



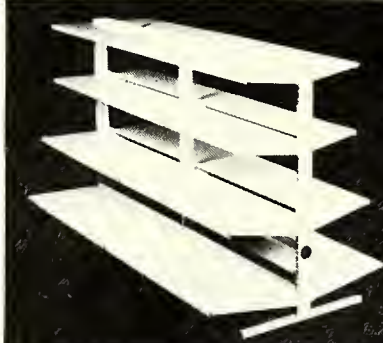
**1 METRE
STARTER UNIT
SPECIAL OFFER PRICE
£82.78**

Complete with 10¹/₂" , 14¹/₂"
and 18¹/₂" white steel shelves

**PLUS
EXTENSION UNITS
at
SPECIAL OFFER PRICE**

**£61.60
per metre**

All prices exclude V A T.



Name
Company
Address
Please supply Qty White Gondola Starter Unit s at £82.78 per unit
Qty White Gondola Starter Unit s at £61.60 per unit
☐ Send details of the complete Spur range of products
☐ Ask your salesman to call Tick as appropriate

SPUR SYSTEMS INTERNATIONAL LIMITED
Otterspool Way, Watford, Herts WD2 8HT Tel: (0923) 26071

have involved 1,000 patients.

The "self-destruct" mechanism is a Hofmann elimination reaction which breaks down the molecule. Usually high temperatures are needed but work by Professor J.B. Stenlake, University of Strathclyde, has led to the synthesis of a chemical structure which allows the reaction to take place at body temperature and pH.

Wellcome have made considerable progress during the past six months on the synthesis of enkephalin analogues for use as analgesics. Research has aimed at modifying natural enkephalins to withstand breakdown by enzymes and eliminate morphine-like side effects. It is hoped that animal toxicity studies will start this year on one new compound but a new drug is unlikely to reach the market for at least four years.

Work is also continuing on the synthesis of prostacyclin analogues and thromboxane synthetase inhibitors for use as anti-thrombotic agents. One problem is the difficulty of predicting the long-term effects of interfering with the platelet aggregation and, again, it is likely to be five to ten years before a new medicine is launched.

DITB final wind-up next March

The Distributive Industry Training Board will "cease to exist" after March 31, 1983, under the terms of the wind-up Order which has now been laid before Parliament by the Employment Minister. After December 31 it may only exercise its functions to the extent necessary to complete the winding up and finally discharge its liabilities.

The timing of the Order will enable the Board to complete commitments as agreed with the Manpower Services Commission. These commitments include running unified vocational preparation and work experience programmes and monitoring grant schemes. The sale of training aids will also be continued for as long as possible during the run-down period. New aids, manuals and guides in an advanced stage of production will be completed.

Meanwhile strenuous attempts are being made by the Board to settle the future of its training assets, including its video centre at Knutsford. Currently under consideration is a scheme to put the centre in trust for the industry so that its facilities may be available in the future for making training programmes.

"The Board is well aware of the considerable commercial value of the Centre," said Mr Mandleberg, Board director, "but its prime concern is to see if it can continue to be used for industrial training rather than merely disposed of in an asset-stripping operation."

Under the wind-up Order any assets of the Board not disposed of or not transferred to other ownership by the revocation date will be transferred to the Manpower Services Commission and "shall be applied by the Commission for the purpose of encouraging training for employment." It is understood that the wind-up Order will be debated in the House of Commons in a few weeks time.

HSE first aid training approval

The Health and Safety Executive has issued a leaflet containing a list of employers and other organisations whose first-aid training and qualifications have been approved for the purposes of the Health and Safety (First-Aid) Regulations 1981. A requirement of the regulations, which come into force on July 1, is that first-aiders at places of work have their training and qualifications approved by HSE.

The leaflet explains also that any first-aid certificates issued to individual first-aiders by approved training organisations under previous legislation will remain in force for the usual 3 years. However, the holders then will have to take refresher training on an HSE approved course if they wish to continue as first-aiders. Any employer or organisation wishing to obtain approval of their first-aid training and qualifications under the new regulations should write to *Chief Employment Nursing Adviser, Health and Safety Executive, Employment Medical Advisory Service, 25 Chapel Street, London NW1 5DT. Leaflet IND (G)5L available from Baynards House, 1 Chepstow Place, London W2 4TF.*

Briefly

■ **Superdrug Stores** of Croydon are seeking planning approval for a three storey building of shops and offices on 633 sq m at High Street, New Malden, nr Kingston-on-Thames.

■ **ICI Pharmaceutical Division**, Alderley Park, Wilmslow, Cheshire is seeking permission for a part two storey, part single storey building and associated external works at Process Building, Macclesfield Works, Hurdsfield Industrial Estate, Macclesfield.

■ The Government is strengthening the **Monopolies and Mergers Commission** by an additional five members, which will allow for a new maximum of 32 members. The Commission's workload has increased with the coming into operation of the Competition Act 1980. Currently they are working on seven references under the Fair Trading Act and four under the Competition Act with another four public sector references lined up. The appointments of new members will be announced in due course.

MARKET NEWS

No bright spots

London, June 29: Trading in all sectors of the market continues at an extremely low level with no bright spots.

Surprisingly among essential oils such price changes that became effective were mostly in a downward direction — they include Chinese citronella, clove bud, patchouli and petitgrain.

Among crude drugs, however, the general price trend continues upward although there were a few exceptions. Dearer were aloes, cherry bark and Brazilian jalap. Liquorice root has fallen to its lowest level since March in the forward position but spot remains unobtainable.

Crude drugs

Agar: Spanish £7.80 kg spot.
Aloes: Cape £1,520 metric ton spot; £1,500, cif. Curacao £6,350, cif.
Balsams: (kg) **Canada:** £16.80 spot; £16.90, cif. **Copaiba:** Spot £4.15; £3.75, cif. **Peru:** £9.65 spot; £9.75, cif. **Tolu:** Spot £5.95.
Belladonna: herb £1.10 kg spot; £1.14, cif; leaves £1.14 kg; £1.80, cif; root no spot; £2.34 kg cif.
Benzoin: £139 cwt, cif.
Camphor: Natural powder £10 kg spot; £9.65, cif. Synthetic 96% £1.42 spot; £1.30, cif.
Cardamoms: AGN £6.85 kg, cif.
Cascara: £1,340 metric ton spot; £1,370, cif.
Cherry bark: No spot; £1,535 metric ton, cif.
Gentian root: No spot; £3,100 metric ton, cif.
Ginger: Cochin £975 metric ton spot; £950, cif. Jamaican No.3 £2,000, cif, nominal; Nigerian split £575 spot; Indonesian £550 spot.
Henbane: Niger £905; metric ton spot; £910, cif.
Jalap: Brazilian £1,610, metric ton, cif.
Kola nuts: £225 metric ton spot; £250, cif.
Lanolin: BP grade £1.05 kg in 1 metric ton lots.
Lemon peel: £1,900 metric ton spot and cif.
Liquorice: Root, no spot; £730 metric ton, cif. Block juice £1,400 metric ton spot; spray-dried powder £1,900.
Lobelia: European, no spot, £1.60 kg, cif.
Mace: Grenada unsorted £4,200 metric ton, fob.
Squill: Indian white £340 metric ton, cif.
Styrax: Turkish natural £5.40 kg spot.
Turmeric: Madras finger £365 metric ton spot; £320, cif.
Tonquin beans: No offers.
Valerian: European unquoted. Indian, no spot; £1,610, cif.
Witchazel leaves: £2.75 kg spot; £2.70, cif both nominal.

Essential oils

Almond: Sweet in 4-ton lots £1.75 kg duty paid.
Anise: (kg) Spot £13.00; £11.75, cif.
Bay: West Indian £10 kg spot; £9.90, cif.
Bergamot: £22 kg spot.
Bois de rose: £8.75 kg spot; £7.25, cif.
Citronella: Ceylon £2.60 kg spot; £2.35, cif. Chinese £3.60 spot; £3.25, cif.
Clove: Indonesian leaf £2.25 kg spot; £2, cif. English distilled bud £60 spot.
Patchouli: Indonesia £24 kg spot; £22, cif.
Pennyroyal: From £7.50 per kg spot.
Pepper: English-distilled ex black £130 kg.
Peppermint: (kg) Arvensis — Brazilian £7.50 spot; £7.75, cif. Chinese £3.75 spot; £4, cif. American piperata £13.
Petitgrain: Paraguay £8.60 kg spot; £8.15, cif.

COMING EVENTS

Thursday, July 9

Guild of Hospital Pharmacists, University of York, Physics lecture theatre at 6pm. Roger Tredree, Principal pharmacist, University Hospital of Wales will give the Travenol Fellowship lecture on "The application of freeze-thaw techniques to an intravenous additive service." This will be followed by dinner at Alcuin College, 7.30 for 8pm. Guild members who are not registered for the full symposium will be welcome on this evening.

CLASSIFIED

Announcements

International Fragrances

Are proud to announce the opening of their new showroom at:-

557 Finchley Road, London NW3

We can now supply you with

*Paco Rabanne, Givenchy,
Estee Lauder, Yves Saint Laurent,
Rochas, Nina Ricci, Amazone.*

and a superb range of assorted gift sets.

Don't wait. Buy now while stocks last.

We offer fantastic stock at tremendous prices.

Come and see us, or give us a ring on the hotline:-

435-2130, 435-0348

For our representative to call.

OPEN: Mon to Fri, 9am - 5.30pm. Sunday, 10am - 2pm.
(We don't advertise stock we haven't got).

Situations vacant

Vestric *requires* **MANAGERS WITH POTENTIAL**

Vestric are in the process of recruiting their annual intake of graduates with senior management potential.

This year we are willing to consider, in addition to our graduate intake, the recruitment of managers from within the pharmaceutical distribution industry who have the potential to be trained and developed in the Vestric style.

Vestric is a member of the Glaxo group of companies and is the largest pharmaceutical distributor in Europe serving independent retail pharmacists and hospitals.

If you are a manager with experience in pharmaceutical wholesaling and believe that you have qualities which would be of interest to us, please telephone or write for an application form to:

**Mr S W Dobson, Personnel Manager, Vestric Limited,
Runcorn, Cheshire WA7 2PE.
Tel: Runcorn (0928) 717070**

A worthwhile job with Vestric

CHELSEA COLLEGE University of London PRE-REGISTRATION COURSE IN COMMUNITY PHARMACY

A course of 62 three-hour sessions to help you

Develop your patient counselling and managerial skills

Commencing date 6 October 1982

Syllabus and enrolment forms available from:

**Mrs M.G. Loader, Room 14A, Chelsea College,
Manresa Road, London SW3 6LX.**

Tel: 01-351 2488 extn. 2420 (mornings)

International Cosmetics & Perfumery Sales

We have moved to bigger premises for branded perfumes and cosmetics at competitive prices. Wholesale only.

New address, 113 Middlesex Street, London E1.

Telephone: 01-377 2143.

Price list please send SAE. Location: Outside Liverpool Street Station.

ATKINSON MORLEY'S HOSPITAL

Pharmacy technician required at Atkinson Morley's Hospital. No Saturdays or Sundays. Hospital experience not essential. Salary £4424-£5616, including Outer London Weighting. Enquiries to Staff Pharmacist.

Tel. No. 01-946 7711 ext. 23.

**Job description and application form from
Hospital Administrator,
Atkinson Morley's Hospital,
31 Copse Hill, LONDON SW20 0NE.**

Business for sale

Shepherds Bush Market, London, W12

Large Drug Store with Chemist Use Allowed. Specialising in Afro, Asian and West Indian Cosmetics. Profitable Business for Sale.

Full details from:

SMITH MELZACK, 01-908 4633

Agents

Agents and Sales People Required

For direct selling of fast selling perfume line.

**Telephone immediately:-
0253 22817 (24 hours)**

Stock for Sale

pil food

100 capsules.
30 day course. £14.80 r.r.p.

PIL FOOD FOR HAIR AND NAILS

Swiss biological for the pharmacy with top selling margins available. Macarthy's plus Horcastle & Robin in London.

Pil-Food Ltd, 36 Haven Green, W6.
01-997 5713

Stock Wanted

WE PURCHASE SHOP STOCKS AND MANUFACTURERS SURPLUS

Please telephone or write:

Lawrence Edwards and Co. Ltd.,
Wellington Close, London W11 2AN
Tel: 01-727 3137-8

A. & H. OTTER
(established 1920)

Largest cash stock buyers in the trade for manufacturers' clearing lines, and retailers' stocks.

8 Northburgh Street, London EC1V 0BA. Tel: 01-253 1184/5.
Telegrams: "Salvall", London EC1

Cash register services

CASH REGISTER SERVICES offer 24 hour 7 day breakdown service. Loan machines, supplies, new and rebuilt machines and hiring. 285 Hertford Road, Edmonton N9 7ES. Telephone: 01-805 5143, 01-341 4302 or 01-367 6767, Ext 1335.

Trade services



J. Richardson
COMPUTER LABELLING
Now Widely Acclaimed as being
WELL AHEAD OF ALL OTHERS

None is foster, on open challenge
No other is easier to use
No other produces a more attractive label.
No other offers so many features for the price.

500-1500 drugs tailored to your pharmacy
— constant full label display — easy error corrections — repeat labelling — counts and gives print-out of dispensing — invoice pricing etc etc.

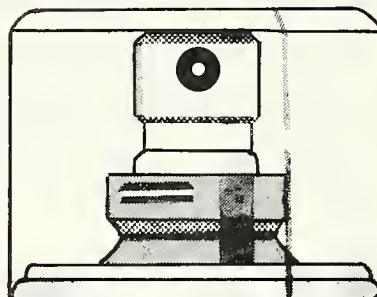
Priced £1295-£1450 (lease from £45/month)

J. RICHARDSON MPS CHEMIST
13 Hope Terrace, Lostock Hall,
Preston PR5 5RU. Tel: (0772) 311328
or phone Croston 600494 anytime

BRODIE MARSHALL & CO
66 Bolsover Street London W1P 8BN Tel. 01-388 2272

A SPECIALISED FINANCIAL SERVICE TO THE PHARMACEUTICAL TRADE

As old established Estate Agents & Valuers specialising in the sale of Retail Pharmacy Businesses & Drug Stores throughout the United Kingdom we have unlimited funds at our disposal for financing the purchase of new acquisitions (even if you are buying privately or through another agency) and for the development of existing businesses. These facilities are specifically orientated to the Retail Trade and embrace long, medium & short term merchant & clearing bank finance, fixed low-rate business development loans, overdraft facilities, investment funding — even house mortgages without proof of income
for further information please contact our Retail Division.



GERALD FRASER
WHOLESALE COSMETICS
IF YOU WANT FRENCH PERFUME ENGLISH PERFUME DISCOUNT PRICES DISCOUNT COSMETICS

Give us a call at:

402 Cheetham Hill Road,
Manchester
061-740 9811

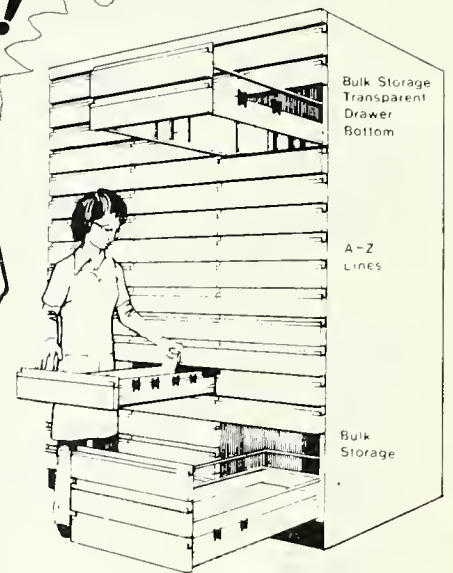
Open 9.30-5 weekdays;
10-2 Sundays

DYKE AND DRYDEN. Europes largest distributors of afro hair preparations and cosmetics. Telephone: 01-808 7624, 01-808 7618, 01-808 9915.

Shopfittings

is this you?

it is!!
then go
Continental



SDC's Continental Units are specially designed for the dispensing Chemist
Approx 12' sq. ft. of floor area will give the equivalent of 270 linear feet of 4" shelving

SHOPFITTING & DESIGN CENTRE Heron Rd. Sowton Ind. Est. Exeter

alplan

shopfitting limited
alplan house, cavalier road,
heathfield, newton abbot, devon.
tq12 6tg tel. 0626 832059,
from counters to total contracts
alplan's national coverage for
pharmacies

SHOPKIT — Another First! We now introduce the "Profit-Centre". As from June 1st old fashioned, bulky, pilferage risk, rotary gondolas are "out". Shopkit "Profit-Centres" are "in" — at about half the price of any similar unit currently on the market. "Profit-Centres" are just one addition to low cost Shopkit. **SHOPKIT**, 50 Ivatt Way, Westwood Industrial Estate, Peterborough PE3 7PN. Telephone: (24 hr. service) Peterborough (0733) 265263.

DISPENSARY and PHARMACY Specialists

Complete service.
N.P.A. and NUMARK approved.

EPLAN UNIT SHOPFITTINGS

Eustace International
E Plan Estate, New Road,
Newhaven, Sussex BN9 0AE
Telephone: 07912-7711

Products wanted

O.T.C. Proprietary Health Care
PRODUCTS WANTED

We are a major U.S. based international Health-Care company with strong marketing and distribution organisations in all major international markets. To complement and grow our existing OTC/Proprietary Business we are interested in the Licensing or Purchasing of OTC/Proprietary & related Health-Care Products.

Interested Parties are invited to write in the strictest confidence to our agent: —

MR. R. HENDERSON,
c/o **MERLECROFT, OWSLEBURY,**
HANTS. SO21 1LP.

What do you know about

GINSENG?

MORE IMPORTANT: WHAT DO YOU KNOW ABOUT THE GINSENG YOU SELL?



POWER

30 Capsules

G115 POWER
GINSENG

EACH CAPSULE CONTAINS THE EXTRACT FROM 2500mg FRESH KOREAN GINSENG

Power G115 is not only the strongest and finest genuine Korean Ginseng you can sell, it is the **ONLY** one that is chemically well defined, biologically standardised and laboratory tested.

Each capsule contains the equivalent of 2500mg of fresh Korean Ginseng, selected to provide the maximum active Ginsenoside yield. Power Ginseng offers the best quality and the best value for you and your customers, and is backed by regular national full colour advertising.

RETAIL PRICES	10 capsules	£1.95	30 capsules	£4.99
	60 capsules	£9.60	100 capsules	£14.50

Find out more today from:

POWER

RIGHT FOR HEALTH

POWER HEALTH
PRODUCTS LTD

Pocklington York YO4 2NR

Telephone: (07592) 2595

Your customers and staff step into a new world,

SNAP-TITE

with Snap-Tite.

Modernisation means more than just giving your premises a face-lift and installing some shelving. A well planned and equipped shop means more profits.

Church & Company offer you free, the benefit of their many years of experience in merchandising, shop planning and equipment selection.

Contact us today to arrange for an appointment with our Design Consultant.

Church & Company (Fittings) Ltd.
P.O. Box 107, South Marston Lane, South Marston,
SWINDON, Wilts SN3 4TF.
Tel: (0793) 827551. Telex: 444436.

SNAP-TITE

To Church & Company (Fittings) Ltd.
Please send me further information
and ask a Design Consultant to contact me
Name _____
Position _____
Company _____
Address _____

CD7

Multi Fleet

Low-Cost Leasing Deals
for Chemists!



MINI 95
VAN
Only £16.15
per week!

CORTINA
1.6L
Saloon
Only £128.70
per month!



VOLVO
245 ESTATE
Manual
Only £197
per month!

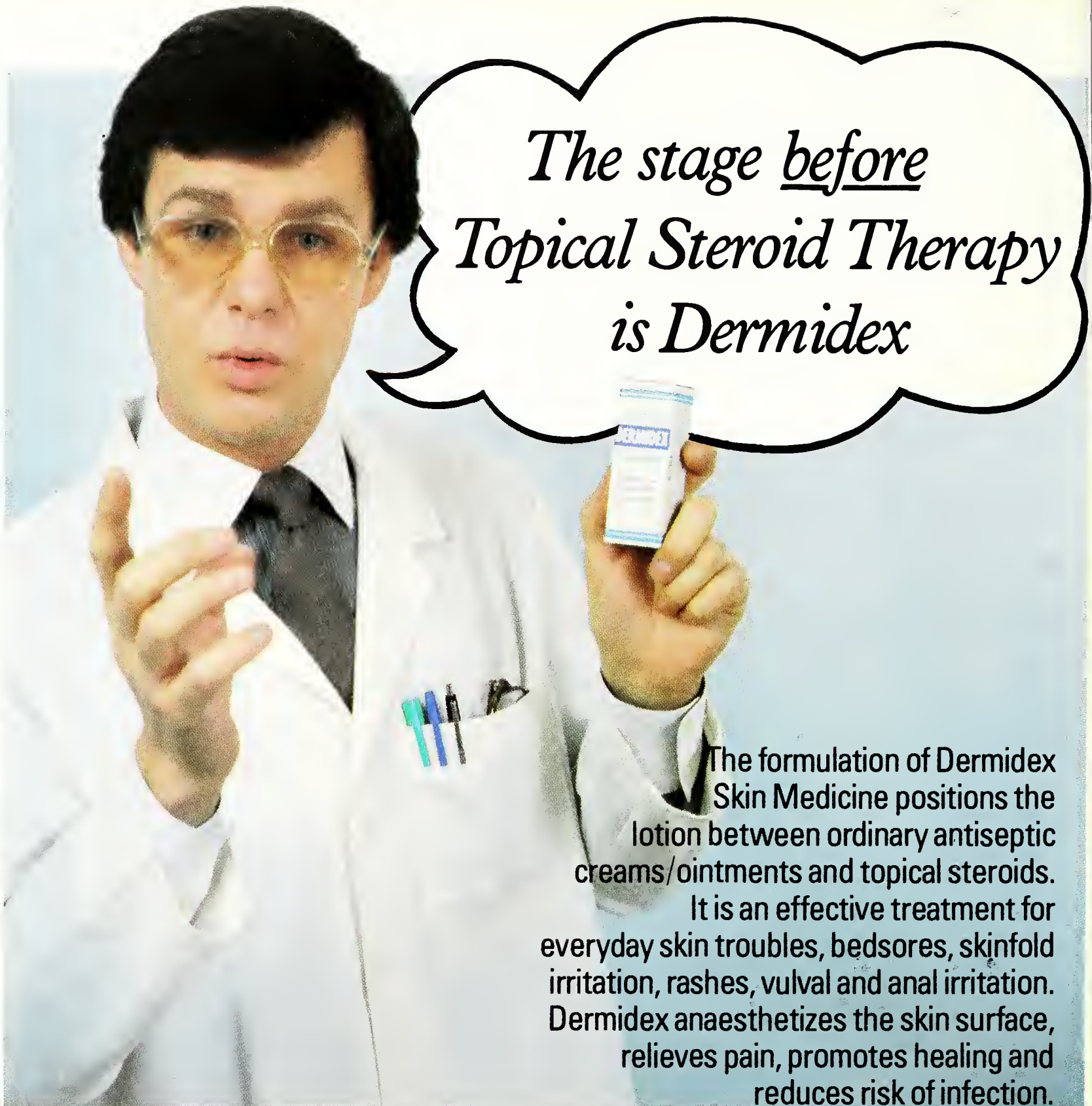


All the above prices are based on basic model specifications and exclude VAT. Optional Extras can be quoted and be included in package deal prices. Nationwide Service!

For further information on the above or any other make of vehicle contact:-
Richard Gittins,
Dept. CD, Multi Fleet Services Ltd.,
82 St. Mary's Row, Moseley,
Birmingham B13 8EF.
Telephone: 021-449 8222.



Vehicle Leasing
to suit you - not us!



*The stage before
Topical Steroid Therapy
is Dermidex*

The formulation of Dermidex Skin Medicine positions the lotion between ordinary antiseptic creams/ointments and topical steroids.

It is an effective treatment for everyday skin troubles, bedsores, skinfold irritation, rashes, vulval and anal irritation. Dermidex anaesthetizes the skin surface, relieves pain, promotes healing and reduces risk of infection.

- Continuous heavy-weight National Press Advertising
- Supported by BIG direct mailing campaign to nurses, midwives, health visitors and factory nurses.
- Over £170,000 support
- Make sure your stock levels are topped up
- Guaranteed by International Laboratories

DERMIDEX *skin medicine*